

# Geography and Public Participation in the Arts: Ten States

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## Preface

This report was contracted by the National Endowment for the Arts (CO-97) to assess participation in the arts by geographic region using the 1982, 1992, and 2002 Surveys of Public Participation in the Arts. This report is the second of three in a series that describe geography and arts participation by census region, by state, and by metropolitan area. The findings of all three reports should prove useful to researchers, regional arts organizations, policy makers, and citizens interested in arts engagement in their communities.

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## Executive Summary

This report examines arts engagement in ten key states in the U.S. by analyzing data from the 2002 Survey of Public Participation in the Arts (SPPA). It is organized into ten state profiles that summarize key demographic characteristics, the arts landscape, and public participation in the arts. Because the regions profiled here are not a random sample of U.S. states the purpose of this document is to examine arts participation within rather than across regions. While it is tempting to make comparisons across regions, preliminary analysis revealed that, with only a handful of exceptions, arts participation rates across the ten states tend to be more similar than different.

### Summary of findings about arts participation in all ten states

This document summarizes six categories of statistics: demographic data on each state, a profile of the arts landscape, information on live arts attendance, data on media engagement in the arts, information on personal arts creation rates, and data on exposure to arts education. Major findings in each of the arts participation categories are reviewed here. Summary tables can be found in Appendix C.

**Live arts attendance.** The SPPA survey contains twelve questions about live arts participation. Respondents were asked whether they attended a live performance in any of the following categories: jazz, classical music, opera, ballet, non-ballet dance, musical plays, and plays. They were also asked if they visited historic sites, arts and crafts festivals, and/or art museums and galleries. Finally, respondents were queried about reading books, plays, poetry, novels, or short stories for pleasure.

Across all states, the most popular activity is reading for pleasure. More than half of adults in each state report reading books, plays, poetry, novels or short stories at least once in the previous year. Because reading as an arts activity is a different type of engagement from attending the ballet or visiting an art gallery, it is addressed separately throughout the document.

Overall, a higher proportion of adults report participation in nonperformance arts activities (such as visiting an historic site) than performance based activities (such as attending a concert). Approximately one-quarter to one-third of adults report visiting an art museum or gallery, a park or historical site, and/or an arts and crafts festival in the previous year. A smaller proportion of adults report attending performance-based activities such as music concerts, dance events, or theatrical shows. Of performance-based activities, attending musical theater is consistently the most popular.

When asked to choose among the live arts activities they would like to attend more often, nationwide adults select attendance at art museums or galleries. However, among the ten states profiled here, the most popular choice was increased attendance at musicals



plays/operettas (followed by attendance at art museums or galleries). Two exceptions included Illinois and Florida, where adults chose jazz music performances as the activity they would most like to attend more often. Texans and Californians picked attendance at art museums or galleries as their first choice.

**Media arts engagement.** The SPPA also asked respondents about media arts engagement. Not everyone has the time or the means to attend a live arts performance. Instead, many adults participate in the arts through media by watching performances on television, listening to the radio, or listening to tapes, records, or CDs. In general, there is greater engagement through listening to music on the radio than other forms of media arts such as watching operas, plays, musicals or other arts programming on TV.

While levels of engagement in media arts do reflect preferences for certain art forms, they are also likely to reflect availability of programming. While finding classical music or jazz to listen to on the radio might be relatively easy, finding a radio program that broadcasts musicals is likely to be more difficult. The same is true for television programming. In the 1990s, the top three networks (ABC, CBS, and NBC) aired a combined average of seven hours of arts-and-culture coverage per year. This translates to a three-network-average of 30 seconds per newscast. When the arts were reported on, 70 percent of the programming focused on music, television and movies; visual arts, performing arts, and publishing received less than 30 percent of the arts-spotlight. Of the ten top music stories of the decade, none were about jazz or classical music.<sup>1</sup>

**Personal arts creation.** The SPPA also queried adults about the types of arts that they create. Personal engagement in the arts offers adults the opportunity to gain exposure to different arts forms and express their own creativity. A large percentage of adults in each state engage in some form of arts creation. Participation rates range from 31 percent (Florida and Massachusetts) to 47 percent (Michigan). In each state, textile arts and photography are the most popular. By contrast, engagement in playing jazz or classical music, singing opera, acting, and dancing ballet is low. In this case, low participation rates may also be related to accessibility. These forms of arts creation often require specialized training and the availability of structured outlets for participation.

The SPPA also asked about art collecting. Nationwide, 19 percent of adults report owning original pieces of art, such as paintings, drawings, sculpture, prints, or lithographs, of which nearly 30 percent acquired art in the previous year. Original art ownership rates range from approximately 16 percent (Florida) to 24 percent (New Jersey).

**Arts education.** Finally, the SPPA asked respondents if they have ever been exposed to eight types of formal arts education: music, visual arts, acting, ballet, other dance, creative writing, art appreciation, and music appreciation. Overall, a substantial proportion of adults in each state report exposure to at least one form of arts education. Michigan stands out with high rates of exposure, while Massachusetts has the lowest rate of any arts

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<sup>1</sup> Szanto, A. and Tyndall, A. "Television and the Arts: Network News Coverage of Arts and Culture in the 1990s," National Arts Journalism Program, Columbia University, 2000. p. 11, 14, 16.

education. Across all states, a higher percentage of adults report taking music lessons than any other form of arts education.

## Summary of state findings

### *California*

**Demographics.** California has over 34 million inhabitants and stands out with large percentages of Hispanic and Asian residents. The state lags behind the nation in terms of educational attainment, ranking 43rd with regard to adults over 25 with a high school degree or more (79% of Californians v. 83% nationwide). With regard to key socioeconomic indicators (unemployment and adult poverty), California is on par with the nation overall.

**Arts landscape.** California is home to the largest community of artists and ranks second in terms of artists as a percentage of the state labor force (2.09%). It also boasts the largest number of arts organizations. Unfortunately, the state stands out for making the greatest cuts in arts subsidies in the past few years. In FY 2005, California allocated the least amount to its state arts agency of any other state (6¢ per resident).

**Live arts.** Among adults in California, the most popular type of live arts performance is attending musical plays (17%). They also enjoy attending jazz performances, classical music performances, and non-musical plays (each at approximately 13%). However, nonperformance arts, such as visiting parks/historic sites and attending arts/crafts fairs, are the most popular among adult residents. In fact, Californians visit art museums and galleries at a statistically significantly higher rate (31%) than adults nationwide (27%).<sup>2</sup>

**Media arts.** In California, the most popular media arts activity is watching general arts programs on TV, VCR, or DVD (29%). Listening to jazz and classical music on the radio are the second and third most popular (27% and 26%, respectively). The least popular activities are listening to musicals and plays on the radio (both 4%). Compared to the nation, California stands out with statistically higher rates of media participation in jazz, opera, plays, and watching dance and general arts programs on TV, VCR, or DVD.

**Arts creation.** Overall, arts creation is on par with the nation. Forty percent of adult Californians do some form of personal arts creation. The highest participation rate exists for the textile arts of weaving, crocheting, quilting, and sewing (15%). Photography/movie making is the second most popular (13%). Nine percent engage in traditional visual arts, such as painting and drawing. Acting is a form of creative expression for only one percent of Californians. However, SPPA respondents were asked only about public performances or rehearsals, which may partially explain the low engagement rate.

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<sup>2</sup> If the figures are statistically significantly different, one can reject the idea that observed difference is due to chance.

**Arts education.** The overall rate of arts education among California adults is relatively high (49%), but not significantly different from the national average. The state has an average rate of music training (34%) but is notable for its exceptional number of adult residents instructed in arts appreciation (23%), which is statistically higher than the national average. Surprisingly, exposure to acting lessons is not higher among California adults than it is nationwide.

## *Florida*

**Demographics.** About 16 million people live in Florida, of which 12.5 million are adults. In the past two decades, the ethnic make-up of Florida has changed. In particular, Hispanics as a percentage of the population doubled from nine percent in 1980 to 18 percent today. In general, Florida is on par with the nation in terms of the educational attainment of those over the age of 25, unemployment rates, and adult poverty rates. However, the state's median household income lags behind that of the nation.

**Arts landscape.** In 2000, approximately 107,000 Floridians reported arts as their occupation, accounting for 1.44 percent of the state's labor force. Where do they work? Data from the National Center on Charitable Statistics indicate that in 2000, Florida contained 1,782 nonprofit organizations in the areas of arts, culture, and humanities and 947 core arts entities. As of 2004, the former figure had risen to 2,625.

In FY 2004, the state set aside \$6.7 million for the arts, down from \$32.8 million in FY 2002 – a dramatic decline. Fortunately, arts funding rebounded substantially in FY 2005, to \$15.8 million.

**Live arts.** Approximately half of Florida's adults participate in live arts. As is true across the nation, non-performance activities tend to draw the largest audiences. Of non-performance activities, Floridians attend arts and crafts fairs the most. Although popular, the rate at which adults visit parks and historic sites (23%) is statistically lower than the national average. Musical plays and jazz events are the most popular form of live arts attendance (13% each).

**Media arts.** Floridians enjoy listening to jazz on the radio (25%); however, watching general arts programs on TV, VCR, or DVD boasts nearly the same participation rate. Listening to plays on the radio is the least popular (1%). Compared to the nation overall, media engagement in Florida is lower than average in the areas of listening to recordings of opera, musicals, and plays on the radio.

**Arts creation.** One-third of adults engage in some form of artistic expression, with textile arts and photographic arts being the most popular (11% and 9%, respectively). Half of the 14 categories of personal arts creation are each practiced by no more than two percent of adults. In fact, the overall arts creation rate is lower in Florida (31%) than it is nationwide (40%).

**Arts education.** Forty-one percent of adult Floridians have had arts education, less than the national average (47%). Only 26 percent have had music lessons, and three out of the ten types of arts education were experienced by less than 10 percent of adults. Compared to all American adults, those in Florida report statistically lower rates of exposure to music lessons and writing instruction, and to arts education overall.

## *Illinois*

**Demographics.** Over 12 millions residents call Illinois home. In general, the demographic profile of the state matches that of the nation.

**Arts landscape.** Today, there are over 83,000 Illinois residents working primarily in the arts. Data from the National Center on Charitable Statistics indicate that in 2000, there were 1,753 nonprofit organizations registered in the fields of arts, culture, and humanities in Illinois. As of 2004, that figure had risen to 2,433. Examining the subset of core arts entities reveals approximately 1,061 such entities in the region in 2000. With respect to funding, Illinois' support for the arts has also declined. However, real funding declines (-10% between FY 02 and FY 05) appear moderate when compared to other states.

**Live arts.** Attending the theater is the most popular form of live performance engagement. Similar percentages of adults attend musicals (19%) and non-musical plays (18%). Like all states, live ballet and opera activities draw the smallest audiences. Of non-performance activities, arts/crafts fairs are the most attended (38%). Additionally, one-third of adults visit art museums/art galleries and visit parks/historic sites. Reading is also popular, with 54 percent of adults reading books and 43 percent reading literature, such as plays, poems, or short stories.

**Media arts.** Illinois is as a jazz-loving state. Approximately one quarter of Illinois' adults listen to jazz on the radio (26%). The second most popular activity is listening to classical music on the radio (22%). Most media arts participation rates in Illinois are similar to the nation overall, with the exception of viewing general arts programs on TV, VCR or DVD. In fact, a smaller percentage of adults in the state view these programs as compared to the nation overall.

**Arts creation.** Thirty-six percent of adults in Illinois engage in some form of arts creation. As is the case in other states, textile arts and photography are among the most popular activities (each practiced by 11% of adults). While the state's rates of arts creation tend to be similar to the nation, there are two exceptions: the percentages of adults doing ceramic arts and engaged in textile arts are lower in Illinois than they are nationwide.

**Arts education.** In four out of nine categories, adults in Illinois report lower than average rates of exposure to arts education: music lessons, art lessons, ballet lessons, and overall arts education. For Illinoisans, music lessons is the most cited category of arts education (30%), while acting and ballet are the least cited (5% and 4%, respectively).

## *Massachusetts*

**Demographics.** With 6 million residents, Massachusetts has a relatively small population. As compared to the nation overall, the population of the state is racially and ethnically less diverse. However, from 1980 to 2002, the percentage of Whites in the population decreased, while the percentage of Hispanics more than tripled. With respect to educational attainment, Massachusetts outperforms the nation overall, with very high percentages of residents over the age of 25 with at least a high school degree, or with a bachelor's degree or more.

**Arts landscape.** In 2000, artists constituted 1.74 percent of Massachusetts' active labor force. In the same year, the state boasted 1,670 nonprofits in the area of arts, culture, and humanities. As of 2004, that figure had risen to 2,265. Defining the arts community more narrowly, data indicate there were 1,871 "core arts entities" in 2000. This figure exceeds the number of cultural nonprofits because the former figure counts organizations, while the latter counts "entities" (which may be subdivisions of organizations). Regarding financial support, Massachusetts also cut its arts budget in the past few years. In FY 2005, the state allocated \$8.3 million on the arts, down 59 percent in real terms since FY 2002.

**Live arts.** Attending plays, musicals, and classical music events are the top three most popular live arts performance activities for adults in Massachusetts (17%, 16%, and 15%, respectively). However, like all other states, non-performance activities draw larger audiences than performance activities. Art museums/art galleries, parks/historic sites, and/or arts and crafts fairs each attract a little over one-third of adults. As is true across the country, reading is the most popular form of arts participation (58% read books; 44% read literature).

**Media arts.** The most popular types of media arts participation in Massachusetts are listening to classical music on the radio (28%) and listening to jazz on the radio (23%). Watching general arts programs on TV is also popular, with 19 percent of adults doing so. As in most other states, listening to musicals on the radio is the least popular.

**Arts creation.** Massachusetts lags behind the nation in terms of personal arts creation. Approximately one-third of Massachusetts adults do some form of arts creation, lower than the national average. Textile arts and photographic arts are the most popular (12% of adults enjoy each). Other arts creation rates range from nearly zero (dancing ballet) to seven percent (traditional visual arts).

**Arts education.** At 37 percent, the state's "any arts education" rate is lower than the national overall. The most frequently cited categories of arts education are music lessons (30%), art lessons (14%), art appreciation (14%), and music appreciation (13%) classes. Most respondents indicate that they took classes in the former two categories during their youth, and the latter two as adults.

## *Michigan*

**Demographics.** Michigan boasts nearly 10 million residents. With regard to educational attainment and socioeconomic indicators, the state's profile mirrors that of the rest of the country. However, it diverges from the national profile in at least one way: Hispanics as a percentage of the state's population is lower in Michigan than it is nationwide.

**Arts landscape.** In 2000, Michigan was home to approximately 63,000 artists and 1,250 nonprofits registered with the IRS in the areas of arts, culture, and humanities. As of 2004, the latter figure had risen to 1,727. According to the Unified Database of Arts Organizations, there were 797 entities with arts as their core business activity in 2000. With respect to financial support, Michigan is one of four states that slashed its arts funding dramatically in the past few years. In FY 2004, the state allocated \$11.7 million on the arts, a real decrease of 59 percent from FY 2002.

**Live arts.** As in other states, musical plays are the most popular form of live arts engagement in Michigan (19%). Residents also enjoy attending jazz music performances, classical music performances, or non-musical plays (12%, 12%, and 11% respectively). Arts/crafts fairs stand out in the non-performance arts category with 41 percent of adults visiting at least one in the past year. Participation in this activity in Michigan substantially exceeds the national average.

**Media arts.** Like Illinois, Michigan has many jazz fans. Nearly one-third of Michigan residents listen to jazz on the radio, significantly higher than the national average. Listening to classical music on the radio and watching general arts programs are also popular among about one-quarter of adults. Least popular is listening to plays on the radio.

**Arts creation.** Michigan has one of the highest arts creation rates (47%) of any of the states in this report. The region exhibits relatively high rates of engagement in textile arts (20%), photography (13%), traditional visual arts (11%), and crafts (10%). Two arts creation activities stand out as higher than the national average: participation in textile arts and the overall rate of arts creation.

**Arts education.** Over half of Michigan adults report exposure to some type of arts education, the highest rate of any state. Notably, 37 percent of adults have had music lessons, and both visual art and art appreciation instruction reached about 20 percent of adults.

**Demographics.** New Jersey is the fifth smallest state, but densely populated. With more than 8 million residents, New Jersey is similar to the U.S. overall in regard to racial makeup. The state stands out, however, with above average educational attainment. While unemployment rates are similar to the nation, adult poverty is lower in New Jersey and the median household income is considerably higher.

**Arts landscape.** The nearly 61,000 artists that call New Jersey home constitute 1.46 percent of the overall labor force. Where do these artists work? While the state contained 1,163 cultural nonprofit organizations in 2000, the Unified Database of Arts Organizations indicates that 692 entities in New Jersey engaged in arts as their core business activity. As of 2004, the total number of registered arts, culture, and humanities organizations rose to 1,633.

Unlike most states, New Jersey's state appropriations for the arts have remained relatively stable over the last few years, due in part to the institution of a hotel occupancy tax, a portion of which funds the arts. Although it experienced a drop in funding for FY 2004, in the following year the state appropriated \$28.6 million. In terms of arts funding per capita, New Jersey ranks highest among the states profiled here (\$3.30).

**Live arts.** New Jersey boasts the highest rate of "any live arts participation" of the ten states profiled (62%), statistically higher than the national average. Also of note is the high rate of attendance at musical plays (29%). With regard to non-performance arts, 43 percent of adults visit parks and historic sites. A notable percentage of adults also visit art museums/art galleries (32%) and arts and crafts fairs (34%). New Jersey reads at a high rate than the nation overall. Sixty-three percent of adults report reading books in the previous year, and 52 percent read literature, such as plays, poetry, novels, or short stories.

**Media arts.** New Jersey residents have an affinity for classical music. All three categories relating to classical music (viewing, listening on the radio, and listening to recordings) register participation rates of nearly 30 percent or more. They are all statistically higher than the national averages. Most popular is listening to classical music on the radio (34%). Consistent with their live arts preferences, adults in New Jersey also report notably higher rates of listening to recorded musicals than their counterparts nationwide.

**Arts creation.** Forty percent of adults in New Jersey do some form of arts creation. Among these adults, photographic arts and textile arts are equally popular (13% of adults do each). Creative writing, traditional visual arts, dance other than ballet, and crafts enjoy participation in descending degrees of popularity (9%, 7%, 6%, and 5% respectively). Opera singing and dancing ballet are the least popular.

**Arts education.** Over one-third of New Jersey adult residents have had music lessons, making it the most reported form of arts education in the state. Arts appreciation classes

and music appreciation classes are also popular (21% and 19%, respectively). Overall, approximately 50 percent of New Jersey adults report having had some form of arts education.

### *New York*

**Demographics.** New York, with its 18.6 million residents, stands out with a sizeable and diverse population. Overall, socioeconomic indicators in New York are similar to U.S. averages, but a slightly higher percentage of adults hold a bachelor's degree or more.

**Arts landscape.** Artists in the state of New York represent the 2<sup>nd</sup> largest community of arts professionals in the country but ranks first in terms of artists as a percentage of the state labor force (2.13%; 191,850 artists). In addition, the state boasts the second largest community of arts organizations, trailing California. In 2000, there were approximately 4,600 registered cultural nonprofits and 2,846 core arts entities in the state. By 2004, the former figure had risen to 6,438. While New York funds the arts at a relatively high rate (\$2.31 per capita in FY 2005), funding has declined from FY 2002.

**Live arts.** Musicals and plays are the top two most attended live performance events for New York adults (21% and 15% respectively). Jazz music performances and classical music performances are also popular (12% and 11% respectively). Dance events and opera activities draw small audiences. As in the rest of the country, non-performance activities are the most popular. Arts and crafts fairs are the most visited (32%). Slightly fewer adults visit art museums/art galleries (26%) and historic sites (28%).

**Media arts.** Overall, the profile of media arts participation in New York is similar to that of the nation. The most popular form of media arts participation is watching programs on the arts on TV, VCR, or DVD (22%). Listening to classical and jazz music on the radio, also engage New Yorkers with 21 percent of adults tuning in. Least popular is listening to musicals and plays on the radio.

**Arts creation.** Thirty-seven percent of New Yorkers engage in some form of arts creation. Textile arts are the most popular in New York (15%), followed by photographic art (13%). Traditional visual arts, creative writing, crafts, original art acquisition, and dance other than ballet enjoy engagement rates in the low to moderate single digits (from 3% to 9% of adults). A smaller percentage of New York residents report singing in groups (2%) than do Americans overall (5%).

**Arts education.** New York stands out with lower than average rates of “any arts education” (40% v. 47% in the nation), exposure to music lessons (29% v. 34%), and non-ballet dance (9% v. 11%). Like all states, the most frequently cited categories of arts education are music lessons (29%), art appreciation (17%), art lessons (16%), and music appreciation classes (15%).



## *Ohio*

**Demographics.** More than 11 million residents call Ohio home, of which 8 million are adults. While similar in many ways to the nation overall, it stands out with a smaller than average Hispanic population. The state also has one of the lowest percentages of adults with a bachelor degree or more, placing the state 41<sup>st</sup> in the country in this regard. Not surprisingly, then, the median household income in Ohio (\$40,697) is lower than that of the nation overall (\$43,057).

**Arts landscape.** Today over 60,000 artists reside in Ohio, constituting 1.07 percent of the labor force. According to the Unified Database of Arts Organizations, there were 926 entities in Ohio with arts as their core business activity in 2000. Many are likely to be part of the larger community of cultural nonprofits. In 2000, Ohio was home to 1,661 cultural nonprofit organizations – a figure that grew to 2,202 in 2004. Regarding financial support, Ohio cut state arts subsidies by 28 percent in real terms since FY 2002. Today Ohio spends \$0.99 per capita on the arts.

**Live arts.** Non-performance events are the most popular live arts activities in Ohio. In particular, approximately 32 percent of adults visit parks and historic sites and the same percentage visit arts and crafts fairs. Slightly less popular are visits to art museums and art galleries (26%). Musical plays and classic music events are the top two most popular performance activities in Ohio (19% and 14% respectively).

**Media arts.** In Ohio, as in many other states, watching general arts programs on TV, VCR, or DVD is a popular media-related arts activity (27%). Listening to jazz on the radio is the second most popular activity (22%). Classical music rounds out the top three activities with nearly identical rates of engagement via radio and via recordings (21%). Listening to plays and musicals on the radio attracts the smallest percentage of adults.

**Arts creation.** Overall, 42 percent of Ohio adults practice some creative expression. Sixteen percent engage in textile arts, while 10 percent engage in photographic arts. Also popular are visual arts (10% of adults), creative writing (8%), and crafts (7%).

**Arts education.** Nearly half of Ohio adults have taken some form of arts education. As in many states, music lessons are the most frequently cited form of arts education. In general, arts education rates in the state are average.

## *Pennsylvania*

**Demographics.** Nearly 12 million people live in Pennsylvania. In many ways, the demographic characteristics of the state are similar to the nation overall. However, Hispanics as a percentage of the population are lower than average.

**Arts landscape.** As of 2000, about 70,000 workers in Pennsylvania engaged in the arts as their primary work activity. Over two decades, artists as a percentage of the labor force increased 50 percent, from 0.8 percent to 1.17 percent. In 2000, there were approximately 1,057 core arts entities in the state. They fit into a larger category of cultural nonprofits (1,969 organizations). With respect to funding, Pennsylvania has level funded the arts at approximately \$14 million since FY 2002. Adjusting for inflation, this represents a decline of three percent over four years – substantially smaller than other states.

**Live arts.** Approximately 59 percent of Pennsylvania adults attend some form of live arts event each year. Musical plays are the most popular form of live arts performance (19%), followed by attending plays (12%). Operas are the least popular. With Pennsylvania's historic past, it is no surprise that residents value visits to historic sites and parks. Approximately 36 percent of adults visit one every year. Art fairs and craft festivals have a similar attendance rate. Visiting art museums and galleries is the least popular form of non-performance attendance (24%).

**Media arts.** Pennsylvanians are fond of classical music. Listening to classical music on the radio is the most popular media arts activity (28%). However, engaging in classical music through other recorded mediums is also popular (22% for both watching classical music on TV, VCR, or DVD and listening to it on records, tapes or CDs). Adults also watch general arts programs on TV, VCR, or DVD (24%). Viewership of musicals, plays, and dance on electronic media hovers between 10 and 14 percent.

**Arts creation.** Pennsylvania claims one of the highest rates of overall arts creation of any state profiled here (45%), statistically higher than the national average. Textile arts are by far the most popular, practiced by 19 percent of adults. Photographic arts are a distant second, with 12 percent of the population. Other arts participation rates range from nearly zero (dance ballet) to eight percent (traditional visual arts).

**Arts education.** Pennsylvania stands out for the significant percentage of adult residents that have had music lessons (40%) and any arts education (54%) at some point in their lives. Both are higher than the national averages. Other rates of arts education are similar to the nation overall.

## *Texas*

**Demographics.** Texas contains 21.2 million residents and stands out with a large percentage of Hispanics. The state does not fair well with regard to educational attainment. Only three other states rank lower than Texas with regard to percentage of adults over 25 with at least a high school degree. Furthermore, socioeconomic indicators are less positive in Texas than they are in the U.S. In 2002, unemployment and adult poverty in Texas were slightly higher than the national average. Median household income was lower in the state than in the nation.

**Arts landscape.** Between 1980 and 2000, the community of arts professionals grew dramatically from approximately 61,802 to approximately 114,085. Today, they constitute approximately 1.16 percent of the labor force. Data indicate that in 2000, the state housed 2,538 cultural nonprofit organizations and 1,514 core arts entities. By 2004, the total number of cultural nonprofits rose to 3,595. Like many of the states across the nation, Texas' arts budget has shrunk since 2002. In FY 2005, the state spent 20 cents per capita on the arts – far less than any state other than California.

**Live arts.** Live arts attendance in Texas is similar to the national average in all but four categories. Adults attend musicals, visit craft fairs, read literature, and engage in “any live arts” at rates lower than the national average.

**Media arts.** Approximately 26 percent of Texans watch general arts programs on television, VCR, or DVD, making it the most popular activity in the state. Listening to classical music on the radio is similarly popular, with 26 percent of adults tuning in. Texas stands out with a smaller percentage of adults watching classical music programs on recorded media compared to the U.S. average.

**Arts creation.** Thirty-eight percent of Texans engage in arts creation of some kind. Like many other states, the textile arts capture the largest percentage of participants (15%). Photographic arts and traditional visual arts each engage approximately 10 percent of adults, followed in popularity by creative writing and crafts (both at 7%). Overall, arts creations rates are similar to that of the nation overall.

**Arts education.** Almost half of adult residents report exposure to arts education at one point in their lives. Like all states, the most frequently cited categories of arts education are music lessons (32% of population), art lessons (18%), art appreciation (16%), and music appreciation (15%) classes. In no category does the state stand out as statistically different from the nation overall.

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Any errors of fact and judgment are those of the author. The views expressed herein are not necessarily those of the National Endowment for the Arts.

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## Acronyms

ACS	American Community Survey
CPS	Current Population Survey
NCCS	National Center for Charitable Statistics
NCS	National Crime Survey
NCVS	National Crime Victimization Survey
NEA	National Endowment for the Arts
NTEE-CC	National Taxonomy of Exempt Entities Core Codes
SPPA	Survey of Public Participation in the Arts
UDAO	Unified Database of Arts Organizations

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# Introduction

What does it mean to be from New York? From California? From Ohio? Many residents would claim that there is a unique culture in each state that they enjoy, something that makes each state different. What of public participation in the arts? Do residents of different states vary in the type of arts they enjoy? What are the patterns of participation within each state? These are the research questions this report sets out to answer, with a focus on the latter question. To do so, it draws on the 2002 Survey of Public Participation in the Arts (SPPA), the most recent in a series of similar surveys commissioned by the National Endowment for the Arts. Analysis of the SPPA data is complemented by a review of states' demographic and cultural characteristics using other secondary data.

## Why examine arts participation at the state level?

Arts organizations impact civic life in many ways. Moreover, substantial benefits accrue to states. Research by the National Conference of State Legislatures reveals that states' cultural industries make positive contributions in multiple ways:<sup>3</sup>

1. *Accessibility.* Cultural organizations make the arts accessible to everyone. They facilitate community involvement and offer opportunities for participation, regardless of background or artistic ability.
2. *Community Diversity.* The arts allow diverse social groups to gain understanding of each other and of themselves. Arts programs facilitate dialog across groups and help illuminate diversity within communities. They also preserve community traditions and heritage.
3. *Economic Development.* The arts generate revenue. Nationally, the nonprofit arts industry generates \$134 billion in economic activity, \$24.2 billion in tax revenues, and supports 4.85 million full-time jobs each year.<sup>4,5</sup> States benefit from the expenditures on everything from construction of new facilities to admission fees. The cultural tourist is likely to spend substantial money on trips, transport, and hotels, thus generating revenue for state and local area.<sup>6</sup> Moreover, communities with a thriving "culture scene" are perceived to have a better quality of life, and thus a competitive advantage in attracting new businesses and workers.<sup>7</sup>

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<sup>3</sup> "Investing In Culture Innovations In State Policy." Denver, CO: National Conference of State Legislatures, February 2003, pp. 3-9

<sup>4</sup> "Arts & Economic Prosperity: the Economic Impact of Nonprofit Arts Organizations and Their Audiences." Americans for the Arts, 2002.

<sup>5</sup> Lynch, R. "Supporting the Arts Pays Dividends," *Boston Globe*, Oct. 12, 2002.

<sup>6</sup> "Investing in Culture: Innovations in State Policy." *op cit.*, p. 8.

<sup>7</sup> *Ibid*, p. 4.

4. *Social Support.* Some studies find positive associations between arts education and academic outcomes. One study found arts-educated students consistently outperformed “arts-poor” students. Another found that youth involved in music and theatre had greater success in math and reading. Studies also suggest that those who study the arts may have improved self-confidence and interpersonal skills and may become good problem-solvers and creative thinkers.<sup>8</sup>
5. *Urban Revitalization and Rural Development.* Arts organizations provide an impetus for urban revitalization as people visit city centers, see museums, or go to performances. In an effort to preserve their heritage, communities restore old buildings and districts, thus providing alternatives to suburban living. Culture also spurs neighborhood development through activities like community gardens or participatory murals. Finally, arts can attract investment to overlooked areas. Locations of cultural significance draw attention to towns otherwise forgotten.

Clearly, the arts play a vital role creating and maintaining state cultural, social, and economic health. Through the arts, communities create a common identity, and “sense of place.”<sup>9</sup> As such, in order to study arts in the U.S., it is important for research to focus on states, where most arts policymaking and implementation takes place.

## Research Methodology

The Survey of Public Participation in the Arts (SPPA) allows researchers to gauge the level of adult engagement in arts participation and arts creation in the United States. The survey has been conducted five times – in 1982, 1985, 1992, 1997, and 2002. Due to differences in data collection and other data limitations, not all years of data are comparable. For this reason, this analysis focuses on the 2002 survey. In order to be consistent with previous research, ten states are examined in this report.

**Table 1: Ten States Profiled in Report**

State	Estimated Adult Population, 2002	SPPA Sample Size, 2002
California	24.9 million	1,136
Florida	12.5 million	766
Illinois	9.0 million	578
Massachusetts	4.8 million	350
Michigan	7.2 million	477
New Jersey	6.3 million	328
New York	14.0 million	847
Ohio	8.3 million	565
Pennsylvania	9.1 million	591
Texas	15.1 million	755

Source: Adult population totals from the 2002 American Community Survey

<sup>8</sup> Ibid, p. 4-5.

<sup>9</sup> Ibid, p. 1.

The choice of these ten states does not represent a random sample of states. Rather, it is a convenience sample based on sample size, data limitations, and previous analysis. As such, differences (or lack thereof) in arts participation rates among these ten states should not be generalized across the nation. Rather, the analysis presented here is best viewed as a case study of the nine most populous states in the U.S. plus Massachusetts.<sup>10</sup>

The SPPA data track multiple categories of arts participation, four of which are examined in this report: live participation in the arts, media participation in the arts, arts creation, and arts education. Live participation in the arts refers to attendance at live music concerts, at the theater, or at dance performances. It also includes visits to museums, attendance at craft/art fairs, and reading. Media participation in the arts refers to watching or listening to music or arts programming on television, on the radio, on compact disc (CDs), on videocassette (VCR), or on DVD. Arts creation refers to personal engagement in the arts by playing music, acting in plays, singing music, or creating any one of a range of crafts. Finally, arts education refers to exposure to instruction in the arts at any age, be it in-school or out-of-school.

## Organization of the Report

This report is organized into ten state profiles of public participation in the arts. Each profile is contained in a separate chapter that is organized into six parts:

1. Demographic overview: The size and composition of the population is related to participation in the arts. For this reason, each profile describes the state's population in terms of four key characteristics.<sup>11</sup>
  - a. Total population: The larger the total population in a region, the greater the pool of prospective arts participants. If arts participation rates remain steady or increase over time, this translates into more arts participants in a given region.
  - b. Race and ethnicity: Participation rates for non-Whites and Hispanics tend to be lower than those of Whites and non-Hispanics. However, previous analysis suggests that race may not be a good predictor of arts attendance, once other factors are controlled, namely education.<sup>12</sup> With respect to ethnicity, McCarthy et al (2001) note, "increasing ethnic diversification could spur demand for a greater variety of art forms and styles by expanding existing markets and exposing a wider population to a greater variety of artistic styles..." Thus, as diversity in an area increases, rates of arts participation would be expected to change.

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<sup>10</sup> These states were chosen to correspond with previous NEA-sponsored analysis of geography and public participation in the arts (Schuster, Mark J. "The Geography of Participation in the Arts and Culture." Washington, DC: National Endowment for the Arts, Research Division Report #41).

<sup>11</sup> McCarthy, K., Brooks, A. Lowell, J. and Zakaras, L. "The Performing Arts in a New Era." Santa Monica, CA: RAND, 2001, p. 26.

<sup>12</sup> Peterson, R., Hull, P., and Kern, R. "Age and Arts Participation: 1982-1997." Research Division Report #42. Washington, DC: National Endowment for the Arts, 2000, p. 65., and McCarthy et al. *Op cit.* p. 24.



- c. Educational attainment: “Education is by the far the most powerful predictor of participation in the performing arts. Individuals with higher levels of education – especially college and graduate degrees – have much higher participation rates than others.”<sup>13</sup> Thus higher levels of educational attainment should be expected to accompany higher levels of arts participation.
- d. Economic factors: Economic well-being should translate into higher rates of arts participation, as more income becomes available to spend on leisure activities. In this regard, high household income and low poverty rates should be associated with greater engagement in the arts. However, as McCarthy et al. (2001) point out, as incomes rise leisure time becomes more valuable and individuals may choose activities that best fit their schedules. This may or may not include the arts.

The unique contribution of each factor to arts participation rates is not explored here. In fact, in combination, some effects may be competing. Which effects dominate in each state is unclear. However, understanding the relationships between sociodemographic factors and arts participation helps to place arts participation rates in different states in context.

- 2. The arts landscape: Arts participation is not a function of demographic characteristics alone. Participation is also related to the availability of the arts. In order to understand why arts participation rates may differ across states, each profile contains a description of the “arts landscape” in terms of the number of artists, the number and type of arts organizations, and arts funding. The goal of this part of the profile is to provide some insight into the configuration of the arts community in each state. It is important to point out that no causal relationship is being asserted between the number of artists or arts organizations and arts participation.
- 3. Live arts participation: This section of the profile summarizes participation rates at live arts events, using data from the 2002 SPPA. The live arts activities described are:
  - a. Attendance at a jazz performance
  - b. Attendance at a classical music performance
  - c. Attendance at a opera performance
  - d. Attendance at a ballet performance
  - e. Attendance at a non-ballet dance performance
  - f. Attendance at a musical play performance
  - g. Attendance at a non-musical play performance
  - h. Visits to art museums/art galleries
  - i. Visits to parks/historic sites
  - j. Visits to craft fairs/art festivals

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<sup>13</sup> McCarthy et al. *op cit.* p. 22.

A summary statistic describes the percentage of adults who reported that they attended/visited any of the activities listed above at least once in the previous year. The percentage of adults who report reading for pleasure is also reported.

4. Media arts participation: In addition to questions about attendance at live arts performance, the SPPA asks respondents about their media arts engagement. Whereas live arts participation refers to attendance at live shows or events, media arts participation refers to passive engagement in the arts through television, radio, or videocassette. This section of the profile summarizes this data for a given state.
5. Arts creation: Another set of questions in the SPPA inquired about respondents' creation of arts. For many people, arts creation is an intimate and enjoyable way to participate in the arts. Individuals were asked whether they engaged in activities such as playing jazz, creative writing, acting, needlework, pottery, and other crafts. This part of the profile describes arts creation rates within a given state. In addition, a summary statistic is provided that describes the percentage of adults who reported that they engaged in at least one of the arts creation activities at least once in the previous year. While not traditionally thought of as art creation, the SPPA also asked adults about their ownership of original art. This data is summarized in the arts creation section, but only art acquisition in the previous year is included in the "any arts creation" summary statistic.
6. Arts education: The SPPA asks respondents if they have ever been exposed to eight types of formal arts education: music, visual arts, acting, ballet, other dance, creative writing, art appreciation, and music appreciation. This section of the profile describes exposure to arts education levels among adults in each state. In addition, a summary statistic is provided that describes the percentage of adults who reported that they have been exposed to one or more categories of arts education.

National rates of public participation in the arts are provided as part of each profile. Instances in which a state's rate of participation differs in a statistically significant manner from the national average are noted. However, it should be emphasized that *the nine most populous* states are profiled in this report. These states make a large contribution to the nationwide mean. As such, the reader should expect to find relatively few statistically significant variations from the national average. The reader is also encouraged to distinguish between statistically different and meaningfully different participation rates.

In this document, states' rates of public participation in the arts are not compared to each other. Preliminary analysis of live arts participation demonstrated that relatively few meaningful differences exist across the 10 states. Thus, throughout the document, emphasis is placed on exploring patterns of participation within states, and not focusing on differences across states. Readers curious about the statistical significance of differences across states can use the standard errors in Appendix C to explore this topic further. With a handful of exceptions, all figures presented in this document are estimates based on survey data (see Appendix A for more details).

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# California

California, the Golden State, is the third largest land area in the country and home to roughly 12 percent of the entire U.S. population. According to a 2001 report, there is “widespread and deep support for, and a solid appreciation of, the value of the arts among” the state’s residents. Californians believe the arts are personally important, essential to the key state industries, and an important part of children’s education.<sup>14</sup> This chapter examines how these beliefs translate into action by examining public arts participation rates among California’s adults. To put participation rates in context, the chapter begins with a demographic profile and overview of the arts landscape.

## Demographic Profile<sup>15</sup>

California contains 34.3 million inhabitants and stands out with large percentages of Hispanic and Asian residents. With respect to educational attainment, 79 percent of Californians over the age of 25 have a high school degree or more. This compares to approximately 83 percent nationwide. In fact, only seven other states rank lower than California in this regard. The state performs a bit better with respect to higher educational attainment. Twenty-nine percent of adults have a bachelor’s degree or more, the 13<sup>th</sup> highest rate in the nation.

The socioeconomic indicators in California are similar to those of the U.S. In 2002, unemployment and poverty in California were nearly the same as the nation overall. By contrast, the median household income in the state exceeded that of the nation – ranking 9<sup>th</sup> in the country overall.

**Table 2: Demographics in California, 2002**

	CA	U.S.
<b>Total Population (millions)</b>	34.3	280.5
Adults 18 years and over	24.9	208.1
<b>Race/ethnicity</b>		
White (only)	63%	76%
Black or African American (only)	6%	12%
Asian (only)	12%	4%
Other single race	15%	3%
Two or more races	4%	5%
Hispanic or Latino (of any race)	34%	13%
<b>Educational attainment (25+ yrs)</b>		
Percent high school graduate	79%	83%
Percent bachelor's degree or higher	29%	26%
<b>Socioeconomic indicators</b>		
Percent unemployed	8%	7%
Percent of adults in poverty	11%	11%
Median household income (2002 \$)	\$49,738	\$43,057

Source: 2002 American Community Survey

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<sup>14</sup> “2001 Public Opinion Survey,” The California Arts Council

<sup>15</sup> The introduction outlined the important relationships between demographic and cultural factors and arts participation rates. The reader is encouraged to refer to that discussion whenever key demographic and cultural factors are summarized in this chapter and other chapters.

## Arts Landscape

**Table 3: Artists and Arts Organizations in California, 2000**

<b>Number of Artists</b>	<b>330,635</b>
Artists as a percentage of the labor force	2.09%
Architects	28,710
Art directors, fine artists, and animators	41,860
Designers	115,505
Actors	17,930
Producers and directors	34,325
Dancers and choreographers	3,310
Musicians and singers	26,535
Announcers	5,215
Writers and authors	30,565
Photographers	19,935
Other artists and entertainers	6,745
<b>No. of Registered Arts, Culture, and Humanities Nonprofits<sup>16</sup></b>	<b>5,433</b>
<b>No. of Nonprofit Entities with Arts as a Core Activity</b>	<b>3,054</b>

Sources: Nichols, B. "Artist Labor Force by State, 2000." NEA Research Division Note 85, May 2004; The Urban Institute, National Center for Charitable Statistics; The Unified Database of Arts Organizations

Today well over one quarter of a million artists reside in California, accounting for 2.09 percent of the state's labor force and about 17 percent of artists nationwide (1,927,400). The largest group of artists is designers (115,505; 35%) followed by actors, directors, and producers (52,255; 16%). Not surprisingly, the latter figure is higher than any other state. In fact, 46 percent of all actors nationwide reside in California.<sup>17</sup>

Nonprofits are often the backbone of the arts community, encompassing many types of organizations – from performance groups to cultural awareness to media arts. Data from the National Center on Charitable Statistics indicate that in 2000, California contained the greatest number of arts, cultural, and humanities nonprofits of any state: 5,433 organizations. By 2004, this figure rose to 7,787. Looking only at those entities that have arts as their "core" activity, we find 3,054 in 2000. While California outpaces other states in terms of total number of organizations, per capita it ranks slightly lower.

**Table 4: State Arts Agency Funding in California, FY 2002 to FY 2005**

	<b>FY 2002 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2004 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2005 (nominal \$)</b>	<b>Per capita</b>
State Appropriation for Arts	\$43,399,000	\$1.26	\$1,962,000	\$0.06	\$2,047,000	\$0.06
NEA Grants to State Arts Agency	\$870,800	\$0.03	\$962,600	\$0.03	\$987,100	\$0.03

Sources: National Assembly of State Arts Agencies

<sup>16</sup> Throughout the report this figure indicates the number of 501(c)(3) organizations registered with the IRS.

<sup>17</sup> Computed from Nichols, B. "Artist Labor Force by State, 2000." NEA Research Division Note 85, May 2004.

While drastic reductions in arts funding have occurred across the nation, California stands apart. In an attempt to address the state's budget crisis, lawmakers all but eliminated the arts budget in FY 2004.<sup>18</sup> In FY 2002, California's arts budget was approximately \$43.4 million. By, FY 2004, however, appropriations for arts plummeted over 90 percent. Today the state spends six cents per person on the arts – compared to the national average of \$1.02. Although state funds tumbled, NEA grants remained steady on a per capita basis. In addition to state and federal funding, the California state arts agency received an addition \$100,000 of nonstate funds in FY 2005.

## Profile of Live Arts Participation

**Table 5: Live Arts Participation in California, 2002**

Attended/visited at least once in the last year	Percent of Adults	No. of Adults (millions) <sup>(1)</sup>	U.S. Overall
<b>Performance activities</b>			
Jazz performance	13%	3.1	11%
Classical music performance	13%	3.1	12%
Opera performance	4%	1.1	3%
Ballet performance	4%	1.0	4%
Non-ballet dance performance	8%	2.0	6%
Musical play performance	17%	4.2	17%
Non-musical play performance	13%	3.2	12%
<b>Non-performance activities</b>			
Art museums/art galleries	31% *	7.6	27%
Parks/historic sites	33%	8.2	32%
Craft fairs/art festivals	35%	8.7	33%
Any live arts attendance (excludes reading)	58%	14.5	55%
Read literature (plays, poetry, novels, short stories)	47%	11.7	47%
Read books	58%	14.5	57%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

(1) Participation rates in the text are rounded. In this table, and throughout the document, the number of adults is estimated using the percentages in Appendix C, which are not rounded.

Overall, approximately 58 percent of adults in California attend at least one form of live arts each year, excluding reading. Attending musical plays is the most popular performance activity. In 2002, approximately 4.2 million adults attended at least one musical play in the previous year. The number of adults attending at least one jazz music performance, classical music performance, or non-musical play was similar (approximately 3.1 million). In 2002, live ballet and opera activities tended to draw the smallest audiences, at approximately 1 million adults each.

<sup>18</sup> Kaufman, J.E. "California, Florida, and Michigan slash funding for the arts," *The Arts Newspaper*, October 1, 2003.

Non-performance activities attract the largest audiences. Approximately one-third of Californian adults (8 million people) visit museum or art galleries. Slightly higher percentages visit parks and historic sites (33%) and arts and crafts fairs (35%). Reading literature also provides a unique window to the arts. Forty-seven percent of California adults report reading literature (plays, poetry, novels, or short stories) in the previous year, while 58 percent report reading “books.”<sup>19</sup> Both rates are on par with the nation overall.

Compared to the nation, California stands apart in only one category. Specifically, a greater percentage of California adults visit art museums and galleries (31%) than do adults nationwide (27%). Interestingly, when asked to select the single live arts activity they would like to attend more often, Californians chose attendance at art museums or galleries (followed by jazz music concerts).

## Profile of Media Arts Participation

**Table 6: Media Arts Participation in California, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Jazz</b>			
Watched jazz on TV/VCR/DVD	20% *	4.9	16%
Listened to jazz on radio	27% *	6.8	24%
Listened to jazz on records/tapes/CDs	20% *	5.1	17%
<b>Classical Music</b>			
Watched classical music on TV/VCR/DVD	21%	5.1	18%
Listened to classical music on radio	26%	6.5	24%
Listened to classical music on records/tapes/CDs	22%	5.6	19%
<b>Opera</b>			
Watched opera on TV/VCR/DVD	8% *	2.0	6%
Listened to opera on radio	8% *	2.0	6%
Listened to opera on records/tapes/CDs	8% *	2.0	6%
<b>Musicals</b>			
Watched musicals on TV/VCR/DVD	13%	3.3	12%
Listened to musicals on radio	4%	0.9	2%
Listened to musicals on records/tapes/CDs	5%	1.2	4%
<b>Plays</b>			
Watched plays on TV/VCR/DVD	11%	2.7	9%
Listened to plays on radio	4% *	0.9	2%
<b>Other</b>			
Watched any dance on TV/VCR/DVD	16% *	3.9	13%
Watched program on the arts on TV/VCR/DVD	29% *	7.3	25%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

<sup>19</sup> For a discussion of “literature” versus “books,” see *Reading at Risk: A Survey of Literary Reading in America*, Research Division Report #46. Washington, DC: National Endowment for the Arts, June 2004.

In California, jazz and classical media arts are popular among approximately one-fifth to one-quarter of adults. Listening to music on the radio is the most popular way to engage in these media arts. Opera, which is statistically higher in California than in the nation, engages approximately 2 million adults in each of the media categories.

Watching musicals and watching plays on recorded media appeal to 13 percent and 11 percent of adults respectively. More adults report viewing musicals and plays than report listening to such programs. By far, the most popular media arts activity among California adults is viewing visual arts programs on television, VCR, or DVD. About one-third of adults report doing so at least once in the previous year, amounting to 7.2 million adults.

Compared to the nation, California stands out with statistically higher rates of media participation with respect to jazz and opera, plays on the radio, and dance and visual arts programs on TV, VCR, or DVD.

## Profile of Arts Creation

**Table 7: Arts Creation in California, 2002**

<b>Did the following at least once in the last year</b>	<b>Percent of Adults</b>	<b>No. of Adults (millions)</b>	<b>U.S. Overall</b>
Did ceramics, jewelry, leatherwork, metalwork	8%	1.9	7%
Did weaving, crocheting, quilting, needlepoint, sewing	15%	3.8	16%
Did photography, movies, video tapes as art activity	13%	3.2	12%
Did painting, drawing, sculpture, printmaking	9%	2.2	9%
Did creative writing	8%	1.9	7%
Composed music	3%	0.7	2%
Acquired original art	5%	1.3	6%
Played jazz	1%	0.3	1%
Played classical music	2%	0.4	2%
Sung opera	1%	0.2	1%
Sung musicals	3%	0.7	2%
Sung in groups	4%	0.9	5%
Acted	1%	0.4	1%
Danced ballet	0.3%	0.1	0.3%
Did other dance	4%	1.0	4%
Did any arts creation	40%	10.1	40%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

According to a public opinion poll, 67 percent of Californians feel a direct connection to the arts.<sup>20</sup> Perhaps then, it is no surprise that approximately 40 percent of Californians express themselves creatively in some way. Fifteen percent of adults express themselves through textile arts, while 13 percent do so through photographic arts. Traditional visual

<sup>20</sup> "2001 Public Opinion Survey," *op cit*.

artists engage nine percent of adults. Despite the large number of actors in the state, acting is a form of creative expression reported by only one percent of adults. This may be due to the fact that the SPPA asked only about public theater performances or rehearsals.

Owning original art is also somewhat popular (not shown, see Appendix C). Nineteen percent of Californians report owning original pieces of art, such as paintings, drawings, sculpture, prints, or lithographs, on par with the national average. Overall 26 percent of art owners report acquiring original art in the previous year, which amounts to five percent of adults statewide.

## Profile of Arts Education

**Table 8: Arts Education in California, 2002**

Has had the following types of lessons during lifetime	Percent of Adults	No. of Adults (millions)	U.S. Overall
Music lessons	34%	8.3	34%
Visual art lessons	19%	4.8	17%
Acting lessons	8%	2.0	7%
Ballet lessons	8%	1.9	6%
Other dance lessons	12%	3.1	11%
Writing lessons	15%	3.7	13%
Art appreciation lessons	23% *	5.7	18%
Music appreciation lessons	18%	4.5	16%
Any arts education	49%	12.1	47%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

The overall rate of arts education in California is similar to that of the nation overall. The state has an average penetration rate of music training (34%) but is notable for its exceptional number of adult residents instructed in arts appreciation (23%), which is statistically higher than the national average. While one might expect a higher percentage of California adults to have taken acting lessons than nationwide, this does not prove to be true. Additional analysis of the SPPA data (not shown) also indicate that in California, music lessons tend to be taken in youth, whereas art lessons, art appreciation, and music appreciation classes are taken as adults. This pattern is consistent across all ten states.

Overall, nationwide exposure to arts education has dropped over the last two decades. Although SPPA data are not available at the state level for 1982, this trend is likely to be mirrored in California. Unfortunately, research indicates that “while the [California] public favors arts education expansion and increased funding, it is not motivated to take action to facilitate the increase of funding nor the expansion of arts education...”<sup>21</sup> Thus, any downward trend already occurring in the state is unlikely to be reversed in this context.

<sup>21</sup> Ibid



## **Summary**

Overall, California exhibits similar arts participation rates and arts exposure rates to the nation as a whole. The state does stand out, however, in some regards. California is the home to the largest community of artists and contains the greatest number of cultural nonprofits. With regard to arts participation, Californians visit museums, engage in jazz and opera via media, watch recorded general arts programs, and received arts appreciation lessons at higher rates than in the nation overall. Unfortunately, however, the state also leads the nation with regard to cuts in arts funding in recent years.

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# Florida

The Sunshine State is known for more than just its climate. “From pop culture to high art, Florida hums with creative energy.”<sup>22</sup> Residents and visitors may take advantage of state-of-the-art performing arts centers like the Kravis in Palm Beach or the Bob Carr in Orlando, or listen to Cuban jazz in Little Havana. In addition to a thriving arts scene, the state has a rich historical heritage. It boasts an abundance of lighthouses, museums, historic sites, parks, and underwater preserves. This chapter explores how Florida adults take advantage of these and other resources.

## Demographic Profile<sup>23</sup>

Florida experienced dramatic demographic changes over the last 20 years. Fewer than 10 million people resided in Florida in 1980, a number that grew to 16 million by 2000. The ethnic make-up of Florida also changed during this period. In particular, Hispanics as a percentage of the population doubled from nine percent in 1980 to 18 percent today.

Educational attainment in Florida is similar to that of the nation overall. Eighty-three percent of adults have at least a high school degree, while 24 percent have a bachelor’s degree or more. The latter figure is slightly lower in Florida than it is nationally. Although unemployment and adult poverty rates are similar in Florida to the U.S. overall, the state’s median household income lags behind. This may be partially attributable to a substantial population of seniors (17% of residents), whose household income is likely to be lower than their middle-aged counterparts.

**Table 9: Demographics in Florida, 2002**

	FL	U.S.
<b>Total Population (millions)</b>	16.3	280.5
Adults 18 years and over	12.5	208.1
<b>Race/ethnicity</b>		
White (only)	78%	76%
Black or African American (only)	15%	12%
Asian (only)	2%	4%
Other single race	4%	3%
Two or more races	2%	5%
Hispanic or Latino (of any race)	18%	13%
<b>Educational attainment (25+ yrs)</b>		
Percent high school graduate	83%	83%
Percent bachelor's degree or higher	24%	26%
<b>Socioeconomic indicators</b>		
Percent unemployed	7%	7%
Percent of adults in poverty	11%	11%
Median household income (2002 \$)	\$39,265	\$43,057

Source: 2002 American Community Survey

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<sup>22</sup> “Culturally Florida: The State of the Arts.” The Florida Cultural Tourism Marketing Coalition/Visit Florida 2001.

<sup>23</sup> The introduction outlined the important relationships between demographic and cultural factors and arts participation rates. The reader is encouraged to refer to that discussion whenever key demographic and cultural factors are summarized in this chapter and other chapters.

## Arts Landscape

**Table 10: Artists and Arts Organizations in Florida, 2000**

<b>Number of Artists</b>	<b>106,925</b>
Artists as a percentage of the labor force	1.44%
Architects	9,675
Art directors, fine artists, and animators	12,305
Designers	39,345
Actors	1,585
Producers and directors	7,450
Dancers and choreographers	2,210
Musicians and singers	11,090
Announcers	4,185
Writers and authors	6,545
Photographers	7,125
Other artists and entertainers	5,410
<b>No. of Registered Arts, Culture, and Humanities Nonprofits</b>	<b>1,782</b>
<b>No. of Nonprofit Entities with Arts as a Core Activity</b>	<b>947</b>

Sources: Nichols, B. "Artist Labor Force by State, 2000." NEA Research Division Note 85, May 2004; The Urban Institute, National Center for Charitable Statistics; The Unified Database of Arts Organizations

In 2000, approximately 107,000 Floridians reported arts as their primary occupation, accounting for 1.44 percent of the state's labor force. Where do they work? Data from the National Center on Charitable Statistics indicate that in 2000, Florida contained 1,782 nonprofit organizations in the areas of arts, culture, and humanities. As of November 2004, that figure had risen to 2,625. Examining data on the subset of core arts entities reveals approximately 947 in the state in 2000.

**Table 11: State Arts Agency Funding in Florida, FY 2002 to FY 2005**

	<b>FY 2002 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2004 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2005 (nominal \$)</b>	<b>Per capita</b>
State Appropriation for Arts	\$32,833,356	\$2.01	\$6,706,621	\$0.39	\$15,810,390	\$0.91
NEA Grants to State Arts Agency	\$602,303	\$0.04	\$649,900	\$0.04	\$720,400	\$0.04

Source: National Assembly of State Arts Agencies

Florida dramatically cut its arts budget over the past few years. In FY 2002, the state set aside nearly \$33 million (\$2.01 per capita) for the arts. However, in FY 2004, only \$6.7 million was spent on the arts, an overall decline of about 80 percent. Fortunately, the state appropriations for the arts rebounded somewhat in FY 2005, up to \$0.91 per capita.

NEA funding to Florida remained steady during this period. In FY 2002, the NEA grants totaled \$602,303 and in FY 2005 funding totaled \$720,400. In addition to state and federal monies, the Florida state arts agency also received \$15,000 in nonstate funds in FY 2005.

## Profile of Live Arts Participation

**Table 12: Live Arts Participation in Florida, 2002**

Attended/visited at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Performance activities</b>			
Jazz performance	13%	1.6	11%
Classical music performance	9%	1.2	12%
Opera performance	4%	0.5	3%
Ballet performance	4%	0.5	4%
Non-ballet dance performance	5%	0.6	6%
Musical play performance	13% *	1.7	17%
Non-musical play performance	10%	1.2	12%
<b>Non-performance activities</b>			
Art museums/art galleries	25%	3.2	27%
Parks/historic sites	23% *	2.9	32%
Craft fairs/art festivals	37%	4.7	33%
Any live arts attendance (excludes reading)	52%	6.5	55%
Read literature (plays, poetry, novels, short stories)	43%	5.4	47%
Read books	51% *	6.4	57%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Approximately half of adult Floridians participate in some form of live arts each year. Attending jazz events and musical plays are the most popular performance activities (13% each), followed by attendance at plays (10%) and classical music events (9%). Like all other states, live ballet and opera activities draw the smallest audiences, at approximately 500,000 adults each.

Non-performance activities attract the largest audiences. In particular, approximately one-fourth of adults visit museum or art galleries. This translates to approximately three million adults. A similar percentage of adults visit parks and historic sites (23%). Overall, attending arts and crafts fairs is most popular among adults. When asked to select the single live arts activity they would like to attend more often, Floridians chose attendance at jazz music concerts, followed by attendance at art museums or galleries.

Reading literature is a unique form of arts engagement. In Florida, approximately half report reading books, and 43 percent of adult Floridians report reading literature.

Compared to the nation, Florida stands apart in three categories. Adult residents demonstrate lower than average rates of attendance at musicals, at visits to historic sites, and reading books.

## Profile of Media Arts Participation

**Table 13: Media Arts Participation in Florida, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Jazz</b>			
Watched jazz on TV/VCR/DVD	17%	2.2	16%
Listened to jazz on radio	25%	3.1	24%
Listened to jazz on records/tapes/CDs	18%	2.3	17%
<b>Classical Music</b>			
Watched classical music on TV/VCR/DVD	17%	2.1	18%
Listened to classical music on radio	21%	2.6	24%
Listened to classical music on records/tapes/CDs	17%	2.1	19%
<b>Opera</b>			
Watched opera on TV/VCR/DVD	5%	0.6	6%
Listened to opera on radio	5%	0.6	6%
Listened to opera on records/tapes/CDs	4% *	0.5	6%
<b>Musicals</b>			
Watched musicals on TV/VCR/DVD	9%	1.2	12%
Listened to musicals on radio	2%	0.3	2%
Listened to musicals on records/tapes/CDs	3% *	0.3	4%
<b>Plays</b>			
Watched plays on TV/VCR/DVD	10%	1.3	9%
Listened to plays on radio	1% *	0.1	2%
<b>Other</b>			
Watched any dance on TV/VCR/DVD	11%	1.3	13%
Watched program on the arts on TV/VCR/DVD	23%	2.9	25%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

In Florida, the listening and viewership rates for jazz and classical music are very similar. While more residents report listening to jazz on the radio (25%) than classical music (21%), the difference between the rates is not statistically significant. Like many other states, watching general arts programs on TV, VCR, or DVD is a popular activity. Approximately one-quarter of residents enjoy arts in this way, translating to nearly three million audience members.

Florida has lower than average rates of listening to recorded opera and musicals, as well as radio plays, as compared to the nation overall. In cases such as this, where a discrepancy exists between two very small proportions, the difference may not be practically significant – even if it is statistically significant.

While media arts viewing patterns reflect Floridians' preferences, they may also result from the availability of arts on television and radio. For instance, nationwide, in the 1990s approximately 70 percent of the three major networks' arts coverage during national news featured music, television and movies. By contrast, less than 30 percent focused on visual arts, performing arts, and publishing.<sup>24</sup> A similar analysis of media programming across Florida (or other states) is likely to reveal disparities in coverage.

## Profile of Arts Creation

**Table 14: Arts Creation in Florida, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
Did ceramics, jewelry, leatherwork, metalwork	6%	0.7	7%
Did weaving, crocheting, quilting, needlepoint, sewing	11% *	1.4	16%
Did photography, movies, video tapes as art activity	9%	1.1	12%
Did painting, drawing, sculpture, printmaking	7%	0.8	9%
Did creative writing	6%	0.7	7%
Composed music	1% *	0.1	2%
Acquired original art	5%	0.6	6%
Played jazz	1%	0.1	1%
Played classical music	1%	0.2	2%
Sung opera	1%	0.1	1%
Sung musicals	2%	0.3	2%
Sung in groups	3%	0.4	5%
Acted	2%	0.2	1%
Danced ballet	0.7%	0.1	0.3%
Did other dance	3%	0.3	4%
Did any arts creation	31% *	3.8	40%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Florida lags behind the nation with respect to arts creation. Specifically, the state stands out with lower rates of participation in the textile arts and music composition. In addition, the percentage of adults who report doing at least one form of arts creation (31%) is lower than the nationwide average (40%).

Among the categories of arts creation, textile arts and photography are the most popular with engagement rates of eleven percent and nine percent respectively. Traditional visual arts, crafts, and creative writing engage between five and seven percent of adults.

Art ownership is also somewhat popular (not shown, see Appendix C). In Florida, 16 percent of adults report owning original pieces of art, less than the national average (19%).

<sup>24</sup> Szanto, A. and Tyndall, A. *op cit.*, p. 14.

Overall, 32 percent of art owners made an original art acquisition in the previous year. This translates to five percent of all adults.

## Profile of Arts Education

**Table 15: Arts Education in Florida, 2002**

Has had the following types of lessons during lifetime	Percent of Adults	No. of Adults (millions)	U.S. Overall
Music lessons	26% *	3.2	34%
Visual art lessons	14%	1.7	17%
Acting lessons	5%	0.7	7%
Ballet lessons	6%	0.8	6%
Other dance lessons	11%	1.4	11%
Writing lessons	9% *	1.2	13%
Art appreciation lessons	17%	2.1	18%
Music appreciation lessons	14%	1.7	16%
Any arts education	41% *	5.1	47%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Florida stands out as statistically different from the nation in three ways. Compared to all American adults, adult Floridians report lower rates of exposure to music lessons and creative writing. In addition, the percentage of adults reporting exposure to at least one category of arts education (“any arts education”) is lower than the national average.

The age at which most Floridians took lessons follows a pattern similar to other states. Of those who took music lessons, 89 percent did so as youth and 29 percent did so as adults (these categories are not mutually exclusive). Visual art lessons were more likely to be taken as adults (66%), than as youth (55%). The same is true for both music and art appreciation courses.

## Summary

Although, Florida’s arts participation rates are generally similar to the U.S., it stands out for having statistically lower participation rates in several categories. With respect to live arts, adults report lower than average rates of attendance at musicals and historic parks. Floridians are also less likely to listen to recordings of opera, musicals, and plays than adults nationwide. Arts creation rates are lower in three areas: textile arts, music composition, and overall arts creation. Finally, exposure to arts education is lower in the categories of music lessons, writing lessons, and overall arts education. The impact of recent funding cuts on these and other measures of arts engagement remains to be seen.

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# Illinois

Illinois earned its nickname, the Prairie State, for its large areas of flat or rolling plains. The home of Abraham Lincoln, the state boasts 22 historic sites, more than 30 wineries, Chicago's world-renowned art museums, hundreds of art galleries across the state, and 262 state parks.<sup>25</sup> Each year since 1978, Illinois has celebrated Arts Week to recognize the importance of arts in the state. This chapter examines which types of arts activities engage the state's adult residents.

## Demographic Profile<sup>26</sup>

Over 12 millions residents call Illinois home. In general, the demographic profile of the state matches that of the nation. The racial/ethnic profile is quite similar: 75 percent of Illinois residents identify themselves as White, 14 percent as Black, and 14 percent as Hispanic (of any race).

With respect to educational attainment, 84 percent of residents over the age of 25 have a high school degree or more. This compares to approximately 83 percent nationwide. Twenty-eight percent of adults have a bachelor's degree or more, slightly higher than the national average.

In 2002, unemployment appeared slightly higher in the state than in the nation. However, poverty rates among adults were nearly the same. The median household income exceeded that of the nation.

**Table 16: Demographics in Illinois, 2002**

	<b>IL</b>	<b>U.S.</b>
<b>Total Population (millions)</b>	12.3	280.5
Adults 18 years and over	9.0	208.1
<b>Race/ethnicity</b>		
White (only)	75%	76%
Black or African American (only)	14%	12%
Asian (only)	4%	4%
Other single race	5%	3%
Two or more races	2%	5%
Hispanic or Latino (of any race)	14%	13%
<b>Educational attainment (25+ yrs)</b>		
Percent high school graduate	84%	83%
Percent bachelor's degree or higher	28%	26%
<b>Socioeconomic indicators</b>		
Percent unemployed	9%	7%
Percent of adults in poverty	10%	11%
Median household income (2002 \$)	\$46,528	\$43,057

Source: 2002 American Community Survey

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<sup>25</sup> "Enjoy Illinois," Illinois Bureau of Tourism, 2003

<sup>26</sup> The introduction outlined the important relationships between demographic and cultural factors and arts participation rates. The reader is encouraged to refer to that discussion whenever key demographic and cultural factors are summarized in this chapter and other chapters.



## Arts Landscape

**Table 17: Artists and Arts Organizations in Illinois, 2000**

<b>Number of Artists</b>	<b>83,600</b>
Artists as a percentage of the labor force	1.35%
Architects	9,625
Art directors, fine artists, and animators	9,325
Designers	34,330
Actors	1,165
Producers and directors	5,260
Dancers and choreographers	915
Musicians and singers	6,600
Announcers	2,490
Writers and authors	7,190
Photographers	5,545
Other artists and entertainers	1,155
<b>No. of Registered Arts, Culture, and Humanities Nonprofits</b>	<b>1,753</b>
<b>No. of Nonprofit Entities with Arts as a Core Activity</b>	<b>1,061</b>

Sources: Nichols, B. "Artist Labor Force by State, 2000." NEA Research Division Note 85, May 2004; The Urban Institute, National Center for Charitable Statistics; The Unified Database of Arts Organizations

In 2000, there were over 83,000 Illinois residents working primarily in the arts. Over the last two decades, arts professionals as a percentage of the labor force grew substantially from 0.9 percent in 1980 to 1.35 percent in 2000.<sup>27</sup> Data from the National Center on Charitable Statistics indicate that in 2000, there were 1,753 nonprofit organizations registered in the fields of arts, culture, and humanities in Illinois. As of November 2004, that figure had risen to 2,433. Examining the subset of core arts entities reveals approximately 1,061 such entities in the region in 2000.

**Table 18: State Arts Agency Funding in Illinois, FY 2002 to FY 2005**

	<b>FY 2002 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2004 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2005 (nominal \$)</b>	<b>Per capita</b>
State Appropriation for Arts	\$19,568,900	\$1.56	\$18,515,630	\$1.46	\$18,865,200	\$1.48
NEA Grants to State Arts Agency	\$623,400	\$0.05	\$687,800	\$0.05	\$710,900	\$0.06

Source: National Assembly of State Arts Agencies

Illinois' support of the arts declined somewhat in recent years, from over \$19 million in state arts funding in FY 2002 to \$18.8 million in FY 2005. While the drop in spending is not nearly as dramatic as in other states, per capita spending is down from \$1.56 to \$1.48 over the last three years. By contrast, NEA grants to Illinois have remained relatively steady on a per capita basis. The state arts agency also received \$2,500 in other nonstate funds.

<sup>27</sup> Ellis, D and Beresford, J. "Trends in Artist Occupations: 1970-1990." Research Division Report #29. Washington, DC: National Endowment for the Arts, 1994.

## Profile of Live Arts Participation

**Table 19: Live Arts Participation in Illinois, 2002**

Attended/visited at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Performance activities</b>			
Jazz performance	14% *	1.3	11%
Classical music performance	12%	1.1	12%
Opera performance	3%	0.2	3%
Ballet performance	3%	0.3	4%
Non-ballet dance performance	8%	0.7	6%
Musical play performance	19%	1.7	17%
Non-musical play performance	18% *	1.6	12%
<b>Non-performance activities</b>			
Art museums/art galleries	30%	2.7	27%
Parks/historic sites	30%	2.7	32%
Craft fairs/art festivals	38%	3.4	33%
Any live arts attendance (excludes reading)	57%	5.1	55%
Read literature (plays, poetry, novels, short stories)	43%	3.9	47%
Read books	54%	4.9	57%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Approximately 57 percent of Illinois adults engage in at least one live arts activity (excluding reading). Attending live theater is the most popular performance activity. Similar percentages of adults attend musicals (19%) and plays (18%). Attending live music events is relatively popular as well. Similar percentages of adults attend jazz events (14%) and classical music events (12%). Like all states, live ballet and opera activities draw the smallest audiences. Compared to the nation overall, Illinois boasts higher than average attendance rates at jazz events and nonmusical plays.

Not surprisingly, non-performance activities appeal to a great number of adults. Among non-performance arts, the most popular activity is attending arts/crafts fairs. Thirty-eight percent of adults, or 3.4 million people, report doing so at least once in the previous year. Also popular are visits to art museums/art galleries and visits to parks/historic sites. These activities each appeal to one-third of adults. About half of Illinois adults report reading books in the previous year, while slightly fewer report reading other forms of literature.

When asked to select the single live arts activity they would like to attend more often, nearly the same percentages of adults in Illinois chose attendance at jazz music concerts and visits to art museums or galleries.

## Profile of Media Arts Participation

**Table 20: Media Arts Participation in Illinois, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Jazz</b>			
Watched jazz on TV/VCR/DVD	18%	1.7	16%
Listened to jazz on radio	26%	2.3	24%
Listened to jazz on records/tapes/CDs	18%	1.7	17%
<b>Classical Music</b>			
Watched classical music on TV/VCR/DVD	19%	1.7	18%
Listened to classical music on radio	22%	2.0	24%
Listened to classical music on records/tapes/CDs	16%	1.4	19%
<b>Opera</b>			
Watched opera on TV/VCR/DVD	6%	0.5	6%
Listened to opera on radio	6%	0.6	6%
Listened to opera on records/tapes/CDs	6%	0.6	6%
<b>Musicals</b>			
Watched musicals on TV/VCR/DVD	11%	1.0	12%
Listened to musicals on radio	3%	0.3	2%
Listened to musicals on records/tapes/CDs	5%	0.4	4%
<b>Plays</b>			
Watched plays on TV/VCR/DVD	11%	1.0	9%
Listened to plays on radio	2%	0.2	2%
<b>Other</b>			
Watched any dance on TV/VCR/DVD	12%	1.1	13%
Watched program on the arts on TV/VCR/DVD	21% *	1.9	25%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Illinois is a jazz-loving state. Approximately one quarter of Illinois adults listen to jazz on the radio (26%, 2.3 million residents). The second most popular activity is listening to classical music on the radio (22%). The popularity of jazz is not surprising considering that Chicago has a reputation as the home of jazz. St. Louis, another big jazz city, is flanked to the east by the Illinois border running along the Mississippi River.

Generally, media arts participation rates in Illinois mirror those of the rest of the nation. The profile of the state is statistically different from the nation in only one category: watching general arts programs on recorded media. Whereas 26 percent of adults nationwide report watching programs on artists, art works, or art museums on TV, VCR, or DVD at least once in the previous year, 21 percent of adults in Illinois do so.

## Profile of Arts Creation

**Table 21: Arts Creation in Illinois, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
Did ceramics, jewelry, leatherwork, metalwork	5% *	0.4	7%
Did weaving, crocheting, quilting, needlepoint, sewing	11% *	1.0	16%
Did photography, movies, video tapes as art activity	11%	1.0	12%
Did painting, drawing, sculpture, printmaking	8%	0.7	9%
Did creative writing	7%	0.6	7%
Composed music	2%	0.2	2%
Acquired original art	7%	0.6	6%
Played jazz	1%	0.1	1%
Played classical music	2%	0.2	2%
Sung opera	0.4%	0.0	1%
Sung musicals	2%	0.1	2%
Sung in groups	4%	0.3	5%
Acted	2%	0.2	1%
Danced ballet	0.3%	0.0	0.3%
Did other dance	4%	0.4	4%
Did any arts creation	36%	3.2	40%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

In general, over one third of Illinois' population creates some type of art. Textile arts and photographic arts are each practiced by 11 percent of Illinois adult residents, and constitute the two largest categories of artistic expression. After the top two arts activities, traditional visual arts and creative writing garner the interest of between seven and eight percent of adults. While the state's rates of arts creation tend to be similar to the nation, there are a few exceptions: engagement in crafts and in textile arts is slightly lower in Illinois than in the U.S. overall.

While not necessarily personal arts creation, art collecting is a personal way to engage in the arts. In Illinois, 17 percent of adults report owning original pieces of art, such as paintings, drawings, sculpture, prints, or lithographs (not shown, see Appendix C). Thirty-nine percent of these art collectors acquired original art in the previous year, a figure that amounts to seven percent of adults statewide.

## Profile of Arts Education

**Table 22: Arts Education in Illinois, 2002**

Has had the following types of lessons during lifetime	Percent of Adults	No. of Adults (millions)	U.S. Overall
Music lessons	30% *	2.7	34%
Visual art lessons	13% *	1.1	17%
Acting lessons	5%	0.4	7%
Ballet lessons	4% *	0.4	6%
Other dance lessons	10%	0.9	11%
Writing lessons	12%	1.0	13%
Art appreciation lessons	16%	1.5	18%
Music appreciation lessons	13%	1.2	16%
Any arts education	40% *	3.6	47%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Exposure to arts education in Illinois is different from adults nationwide in four ways. Exposure rates to music lessons, visual art lessons, and ballet lessons are lower than the nationwide averages. In addition, a smaller percentage of adults report exposure to any arts education (40%) than do across the country (47%).

As in other states, music education in Illinois was most likely to occur before the age of 18, whereas other popular forms of arts education occurred during adulthood. Of those who took music lessons, 93 percent did so as youth and 25 percent did so as adults. In contrast, Illinois residents were more likely to take art lessons, music appreciation, and art appreciation as adults (74%, 86% and 89%, respectively) than as youth (59%, 36% and 26%, respectively).

## Summary

While most Illinois' arts participation rates are on par with the nation overall, there are a few exceptions. In particular, Illinois residents attend jazz events and non-musical plays at a rate that is higher than the national average. Engagement in ceramic and in textile arts is lower in Illinois than in the U.S. overall. Finally, the state stands out for having lower than average arts education rates. Although the state cut funding to the arts between 2002 and 2004, it did so less dramatically than other states.

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## Massachusetts

The Bay State was the sixth state to be founded and is the sixth smallest state in the nation.<sup>28</sup> As the site of key historical events, the state played an important role in U.S. history. In fact, it originated the Constitutional Convention and has the oldest written Constitution still in effect worldwide. Each year over 25 million people visit the state to take advantage of its cultural offerings.<sup>29</sup> Are Massachusetts adults also culturally inclined? This chapter examines their participation in the arts.

### Demographic Profile<sup>30</sup>

Massachusetts has a relatively small population with slightly over 6 million residents, but is it densely populated. As compared to the nation, the population of the state appears racially and ethnically less diverse. However, from 1980 to 2002 the percentage of Whites decreased, while the percentage of Hispanics rose from 2.5 percent to 7 percent.<sup>31</sup>

Regarding educational attainment, the state outperforms the nation overall. Eighty-seven percent of residents over the age of 25 have at least a high school degree, compared to 83 percent nationwide. The discrepancy is greater with respect to higher educational attainment. Thirty-six percent have a bachelor's degree or more, the second highest rate in the nation after the District of Columbia.

**Table 23: Demographics in Massachusetts, 2002**

	MA	U.S.
<b>Total Population (millions)</b>	6.2	280.5
Adults 18 years and over	4.8	208.1
<b>Race/ethnicity</b>		
White (only)	84%	76%
Black or African American (only)	6%	12%
Asian (only)	4%	4%
Other single race	4%	3%
Two or more races	2%	5%
Hispanic or Latino (of any race)	7%	13%
<b>Educational attainment (25+ yrs)</b>		
Percent high school graduate	87%	83%
Percent bachelor's degree or higher	36%	26%
<b>Socioeconomic indicators</b>		
Percent unemployed	7%	7%
Percent of adults in poverty	8%	11%
Median household income (2002 \$)	\$55,266	\$43,057

Source: 2002 American Community Survey

Socioeconomic indicators in Massachusetts are positive. In 2002, unemployment was nearly the same as the nation overall but adult poverty was slightly lower and the median household income was substantially higher.

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<sup>28</sup> "Massachusetts," Encarta Online Encyclopedia 2003.

<sup>29</sup> "Massachusetts' Annual Travel Volume," Massachusetts Office of Travel and Tourism (MOTT), 2003.

<sup>30</sup> The introduction outlined the important relationships between demographic and cultural factors and arts participation rates. The reader is encouraged to refer to that discussion whenever key demographic and cultural factors are summarized in this chapter and other chapters.

<sup>31</sup> Analysis using 1980 Census data not shown.

## Arts Landscape

**Table 24: Artists and Arts Organizations in Massachusetts, 2000**

<b>Number of Artists</b>	<b>57,795</b>
Artists as a percentage of the labor force	1.74%
Architects	8,205
Art directors, fine artists, and animators	6,295
Designers	23,450
Actors	530
Producers and directors	3,710
Dancers and choreographers	400
Musicians and singers	4,375
Announcers	1,055
Writers and authors	6,235
Photographers	2,975
Other artists and entertainers	565
<b>No. of Registered Arts, Culture, and Humanities Nonprofits</b>	<b>1,670</b>
<b>No. of Nonprofit Entities with Arts as a Core Activity</b>	<b>1,871</b>

Sources: Nichols, B. "Artist Labor Force by State, 2000." NEA Research Division Note 85, May 2004; The Urban Institute, National Center for Charitable Statistics; The Unified Database of Arts Organizations

Approximately 58,000 artists reside in Massachusetts. They represent 1.74 percent of the state's labor force – the third highest of the ten states profiled in this report. The distribution of artists in Massachusetts is similar to other states, but it stands out in two regards. The state boasts a higher percentage of architects (14%) than the other states profiled here. It ties with New York States for the greatest percentage of writers (11%).

In 2000 there were over 1,670 nonprofits in Massachusetts registered with the IRS in the area of arts, culture, and humanities. Such nonprofits include dance troupes, cultural awareness organizations, and museums. As of 2004, that figure had risen to 2,265. Examining the arts community more narrowly, data from the Unified Database of Arts Organizations indicate there were 1,871 "core arts entities" in 2000. This figure exceeds the number of cultural nonprofits because the former figure counts organizations, while the latter counts "entities" (which may be subdivisions of organizations).

**Table 25: State Arts Agency Funding in Massachusetts, FY 2002 to FY 2005**

	<b>FY 2002 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2004 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2005 (nominal \$)</b>	<b>Per capita</b>
State Appropriation for Arts	\$19,144,688	\$2.99	\$7,594,921	\$1.18	\$8,346,874	\$1.30
NEA Grants to State Arts Agency	\$598,600	\$0.09	\$678,600	\$0.11	\$1,001,840	\$0.15

Source: National Assembly of State Arts Agencies

Massachusetts has also slashed its arts budget in the past few years. In FY 2002, the state spent \$19 million on the arts. At the time, Massachusetts spent more per capita than any other state profiled in this report (\$2.99). Today this is no longer true. For FY 2005,

the state earmarked \$8.3 million for the arts, an overall inflation-adjusted decline of 59 percent. Per capita funding now stands at \$1.30. During this same period, NEA grants to Massachusetts increased from \$598,600 to \$1,001,840. In addition to state and federal funding, the state arts agency reports additional nonstate revenues totaling \$540,250 - making the total agency budget \$9,888,964.

## Profile of Live Arts Participation

**Table 26: Live Arts Participation in Massachusetts, 2002**

Attended/visited at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Performance activities</b>			
Jazz performance	12%	0.6	11%
Classical music performance	15%	0.7	12%
Opera performance	4%	0.2	3%
Ballet performance	6%	0.3	4%
Non-ballet dance performance	7%	0.3	6%
Musical play performance	16%	0.8	17%
Non-musical play performance	17%	0.8	12%
<b>Non-performance activities</b>			
Art museums/art galleries	33% *	1.6	27%
Parks/historic sites	34%	1.6	32%
Craft fairs/art festivals	32%	1.5	33%
Any live arts attendance (excludes reading)	54%	2.6	55%
Read literature (plays, poetry, novels, short stories)	44%	2.1	47%
Read books	58%	2.8	57%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Overall, approximately 54 percent of adults in Massachusetts attend at least one form of live arts each year, excluding reading. Attending plays, musicals, and classical music events round out the top three most popular performance activities for adults in the state. However, like all other states, non-performance activities draw larger audiences than performance activities. A little over one-third of Massachusetts adults visit art museums/art galleries, parks/historic sites, and/or arts and crafts fairs. By far, the literature arts are the most popular among residents. Fifty-eight percent of Massachusetts adults read book each year, while slightly less (44%) read literature such as plays, poems, novels, or short stories.

Compared to the nation, Massachusetts stands apart in only one area: a higher percentage of adults in the state report visiting museums and/or art galleries at least once a



year than do adults nationwide. When asked to select the live arts activity they would like to attend more often, residents of Massachusetts chose musicals.

## Profile of Media Arts Participation

**Table 27: Media Arts Participation in Massachusetts, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Jazz</b>			
Watched jazz on TV/VCR/DVD	17%	0.8	16%
Listened to jazz on radio	23%	1.1	24%
Listened to jazz on records/tapes/CDs	19%	0.9	17%
<b>Classical Music</b>			
Watched classical music on TV/VCR/DVD	16%	0.8	18%
Listened to classical music on radio	28%	1.3	24%
Listened to classical music on records/tapes/CDs	21%	1.0	19%
<b>Opera</b>			
Watched opera on TV/VCR/DVD	5%	0.2	6%
Listened to opera on radio	8%	0.4	6%
Listened to opera on records/tapes/CDs	7%	0.3	6%
<b>Musicals</b>			
Watched musicals on TV/VCR/DVD	11%	0.5	12%
Listened to musicals on radio	2%	0.1	2%
Listened to musicals on records/tapes/CDs	4%	0.2	4%
<b>Plays</b>			
Watched plays on TV/VCR/DVD	11%	0.5	9%
Listened to plays on radio	3%	0.1	2%
<b>Other</b>			
Watched any dance on TV/VCR/DVD	10%	0.5	13%
Watched program on the arts on TV/VCR/DVD*	19% *	0.9	25%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

The most popular types of media arts participation are listening to classical music on the radio (28%) and listening to jazz on the radio (23%). Watching general arts programs on TV is also popular with 19 percent of Massachusetts adults doing so. Watching shows about jazz or classical music (approximately 17%) is also popular. When it comes to watching other arts on television, videocassette, or DVD, about 11 percent of adults watch musicals, plays, or dance programs and far fewer watch opera.

Media arts engagement in Massachusetts mirrors participation nationwide – with one exception. A lower percentage of adults in the state report watching general arts programs on recorded media (19%) than do adults in general (25%). While media arts engagement in all categories reflects residents’ preferences, it is also related to the availability of programming on television and radio.

## Profile of Arts Creation

**Table 28: Arts Creation in Massachusetts, 2002**

<b>Did the following at least once in the last year</b>	<b>Percent of Adults</b>	<b>No. of Adults (millions)</b>	<b>U.S. Overall</b>
Did ceramics, jewelry, leatherwork, metalwork	3% *	0.1	7%
Did weaving, crocheting, quilting, needlepoint, sewing	12% *	0.6	16%
Did photography, movies, video tapes as art activity	12%	0.6	12%
Did painting, drawing, sculpture, printmaking	7%	0.4	9%
Did creative writing	6%	0.3	7%
Composed music	2%	0.1	2%
Acquired original art	5%	0.3	6%
Played jazz	1%	0.04	1%
Played classical music	2%	0.1	2%
Sung opera	1%	0.02	1%
Sung musicals	3%	0.1	2%
Sung in groups	2% *	0.1	5%
Acted	1%	0.03	1%
Danced ballet	0.3%	0.01	0.3%
Did other dance	4%	0.2	4%
Did any arts creation	31% *	1.5	40%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Approximately one-third of Massachusetts residents do some form of arts creation. Textile arts and photographic arts are the most popular with 12 percent of the population expressing themselves creatively within each category. Traditional visual arts garner the next largest group of practitioners at seven percent of adults. Singing opera, acting and dancing ballet are the least popular forms of arts creation in Massachusetts.

Arts creation in the state differs from that of the nation in four ways. Participation rates are lower with respect to craftwork, textile arts and singing in groups. In addition, the percent engaged in at least one category of arts creation is lower than the national average.

In Massachusetts, 17 percent of adults report owning original pieces of art (not shown, see Appendix C). One-third of these art collectors acquired an original piece in the previous year, which amounts to five percent of all adults statewide.

## Profile of Arts Education

**Table 29: Arts Education in Massachusetts, 2002**

Has had the following types of lessons during lifetime	Percent of Adults	No. of Adults (millions)	U.S. Overall
Music lessons	30%	1.4	34%
Visual art lessons	14%	0.7	17%
Acting lessons	6%	0.3	7%
Ballet lessons	8%	0.4	6%
Other dance lessons	11%	0.5	11%
Writing lessons	14%	0.6	13%
Art appreciation lessons	14% *	0.7	18%
Music appreciation lessons	13%	0.6	16%
Any arts education	37% *	1.8	47%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

In most categories exposure to arts education in Massachusetts is similar to that of the nation. However, a smaller percentage of adults also exposure to art appreciation lessons in Massachusetts (14%) than do nationwide (18%). Moreover, at 37 percent, Massachusetts has a lower rate of “any arts education” than the nation overall.

The most frequently cited categories of arts education are music lessons, art lessons, art appreciation, and music appreciation classes. Most respondents indicate that they took classes in the former two categories during youth, and the latter two as adults.

## Summary

Generally, Massachusetts’ arts participation rates mirror those of the nation. Some differences exist, however. A greater percentage of Massachusetts adults visit art museums/art galleries; a lower percentage watch recorded programs on art and artists, engage in any arts creation, and report exposure to arts education. What is particularly unique is the notably high number of arts organizations per capita and the recent decline from a high level of state arts funding per capita.

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# Michigan

In Michigan, visitors can take advantage from a wide variety of arts venues – from the Detroit Institute of Arts, to the Epic Center (87,000 square feet of space for local artists and cultural organizations in Kalamazoo), to the Great Lakes Shipwreck Museum.<sup>32</sup> Combined these and other arts institutions, artists, and arts businesses generated approximately \$46 billion in gross revenues for the state in 2001.<sup>33</sup> This chapter examines how adults in Michigan took advantage of these art offerings.

## Demographic Profile<sup>34</sup>

Michigan boasts nearly 10 million residents. In many regards, the state's profile mirrors that of the rest of the country, with the exception of the percent of Hispanics in the population – which is lower in the state than in the nation overall.

With respect to educational attainment, 85 percent of residents over the age of 25 have a high school degree or more and 24 percent have a bachelor's degree or more. This is similar to the rates nationwide.

Socioeconomic indicators in Michigan are relatively similar to U.S. Although unemployment in Michigan is slightly higher than the national average, the adult poverty rate and the median household income in the state reflect those of the nation.

**Table 30: Demographics in Michigan, 2002**

	MI	U.S.
<b>Total Population (millions)</b>	9.8	280.5
Adults 18 years and over	7.2	208.1
<b>Race/ethnicity</b>		
White (only)	80%	76%
Black or African American (only)	14%	12%
Asian (only)	2%	4%
Other single race	2%	3%
Two or more races	2%	5%
Hispanic or Latino (of any race)	3%	13%
<b>Educational attainment (25+ yrs)</b>		
Percent high school graduate	85%	83%
Percent bachelor's degree or higher	24%	26%
<b>Socioeconomic indicators</b>		
Percent unemployed	9%	7%
Percent of adults in poverty	10%	11%
Median household income (2002 \$)	\$43,795	\$43,057

Source: 2002 American Community Survey

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<sup>32</sup> Arts and Cultural Impact Newsletter. Volume 2 Issue 2. Michigan Council For Arts And Cultural Affairs, November, 1999.

<sup>33</sup> "Arts Funding FAQ-Cards" on the website of The Center for Arts and Public Policy of the College of Fine, Performing and Communication Arts, Wayne State University. Accessed January 2004.

<sup>34</sup> The introduction outlined the important relationships between demographic and cultural factors and arts participation rates. The reader is encouraged to refer to that discussion whenever key demographic and cultural factors are summarized in this chapter and other chapters.

## Arts Landscape<sup>35</sup>

**Table 31: Artists and Arts Organizations in Michigan, 2000**

<b>Number of Artists</b>	<b>63,140</b>
Artists as a percentage of the labor force	1.28%
Architects	4,940
Art directors, fine artists, and animators	6,170
Designers	32,635
Actors	265
Producers and directors	2,865
Dancers and choreographers	955
Musicians and singers	5,015
Announcers	1,850
Writers and authors	3,950
Photographers	3,600
Other artists and entertainers	895
<b>No. of Registered Arts, Culture, and Humanities Nonprofits</b>	<b>1,250</b>
<b>No. of Nonprofit Entities with Arts as a Core Activity</b>	<b>797</b>

Sources: Nichols, B. "Artist Labor Force by State, 2000." NEA Research Division Note 85, May 2004; The Urban Institute, National Center for Charitable Statistics; The Unified Database of Arts Organizations

A 2002 study of arts in Michigan revealed that residents value "[d]eveloping the capacity of artists and arts organizations to create and operate small businesses ... as key to a thriving cultural sector in which artistic and cultural pursuits are viewed as viable professions, with opportunities for 'artists' to earn professional salaries, and by developing their ability to create and operate small businesses."<sup>36</sup> The 63,000 artists and multiple arts organizations in the state undoubtedly welcome this vision. Cultivation of such an arts environment is likely to enhance the size of the artist community, which currently constitutes approximately 1.28 percent of the labor force.

In 2000, Michigan contained 1,250 nonprofits registered with the IRS in the areas of arts, culture, and humanities. As of 2004, that figure had risen to 1,727. According to the Unified Database of Arts Organizations, there were 797 entities in Michigan with arts as their core business activity in 2000.

<sup>35</sup> For a comprehensive examination of the arts landscape in Michigan, the interested reader is referred to Lane, A. "The Michigan Arts and Culture Industry: A Demographic and Economic Profile." The Center for Arts and Public Policy, Wayne State University. September, 2001.

<sup>36</sup> "Shaping Our Cultural Future: Conversations Across Michigan; A Report To The Michigan Council For Arts And Cultural Affairs," Traverse Management Resources, July 2002, p.6

**Table 32: State Arts Agency Funding in Michigan, FY 2002 to FY 2005**

	<b>FY 2002 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2004 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2005 (nominal \$)</b>	<b>Per capita</b>
State Appropriation for Arts	\$26,933,600	\$2.69	\$11,734,400	\$1.16	\$11,719,300	\$1.16
NEA Grants to State Arts Agency	\$612,900	\$0.06	\$653,450	\$0.06	\$726,550	\$0.07

Source: National Assembly of State Arts Agencies

Michigan, along with California, Florida, and Massachusetts, cut arts funding dramatically in the past few years. Between FY 2002 and FY 2005, funding for arts declined 59 percent in real terms. The budget dropped from \$26.9 million to \$11.7 million (in current dollars). Where the state appropriated \$2.69 per capita in FY 2002, the figure stands at \$1.16 today. NEA funding rose slightly over the same period.

### Profile of Live Arts Participation

**Table 33: Live Arts Participation in Michigan, 2002**

<b>Attended/visited at least once in the last year</b>	<b>Percent of Adults</b>	<b>No. of Adults (millions)</b>	<b>U.S. Overall</b>
<b>Performance activities</b>			
Jazz performance	12%	0.8	11%
Classical music performance	12%	0.9	12%
Opera performance	2%	0.1	3%
Ballet performance	3%	0.2	4%
Non-ballet dance performance	9% *	0.7	6%
Musical play performance	19%	1.4	17%
Non-musical play performance	12%	0.8	12%
<b>Non-performance activities</b>			
Art museums/art galleries	23%	1.6	27%
Parks/historic sites	26% *	1.9	32%
Craft fairs/art festivals	41% *	3.0	33%
Any live arts attendance (excludes reading)	58%	4.1	55%
Read literature (plays, poetry, novels, short stories)	50%	3.6	47%
Read books	58%	4.2	57%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

The previously cited 2002 study of arts in Michigan also found that many residents value “broad-based access to, and participation in cultural activity [as] central to preserving the state’s multi-cultural heritage, to appreciating its diversity, and to developing and maintaining the unique local identity of its communities.”<sup>37</sup> So, which activities do adult residents find most valuable? Attending musical plays is a popular form

<sup>37</sup> “Shaping Our Cultural Future,” *op cit.*, p.9

of live arts performance in Michigan. In 2002, approximately 1.4 million adults attended at least one musical play. The number attending at least one jazz performance, classical music performance, or non-musical play was similar.

The non-performance activities tend to draw the largest audiences, but one category stands out: visits to arts/crafts fairs (41%). Approximately three million adults visit an arts/crafts festival each year. When it comes to reading literature for leisure, approximately half of Michigan adults read plays, poems, novels, or short stories, while over half report reading “books.”

Compared to the nation, Michigan adults report higher rates of attendance at non-ballet dance activities and craft festivals, but lower rates of attendance at parks at historic sites. When asked to select among the activities they would like to attend more often, the greatest percentage of adults chose musicals, followed closely by art museums or galleries.

## Profile of Media Arts Participation

**Table 34: Media Arts Participation in Michigan, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Jazz</b>			
Watched jazz on TV/VCR/DVD	18%	1.3	16%
Listened to jazz on radio	29% *	2.1	24%
Listened to jazz on records/tapes/CDs	17%	1.3	17%
<b>Classical Music</b>			
Watched classical music on TV/VCR/DVD	19%	1.4	18%
Listened to classical music on radio	26%	1.9	24%
Listened to classical music on records/tapes/CDs	19%	1.3	19%
<b>Opera</b>			
Watched opera on TV/VCR/DVD	7%	0.5	6%
Listened to opera on radio	6%	0.4	6%
Listened to opera on records/tapes/CDs	6%	0.5	6%
<b>Musicals</b>			
Watched musicals on TV/VCR/DVD	14%	1.0	12%
Listened to musicals on radio	4%	0.3	2%
Listened to musicals on records/tapes/CDs	5%	0.3	4%
<b>Plays</b>			
Watched plays on TV/VCR/DVD	10%	0.7	9%
Listened to plays on radio	2%	0.1	2%
<b>Other</b>			
Watched any dance on TV/VCR/DVD	14%	1.0	13%
Watched program on the arts on TV/VCR/DVD	25%	1.8	25%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Michigan has many jazz fans. Nearly one-third of Michigan residents listen to jazz on the radio – higher than adults nationwide. Like the residents of other states, the second and third most popular media arts activities are listening to classical music on the radio (26%) and watching general programs on the arts (25%). The less popular activities are watching arts programs such as musicals, plays, dance programs, or opera on television, videocassette, or DVD.

While these differences reflect viewing preferences, they may also reflect local media offerings. In this regard, a key offering in Michigan is the Detroit Symphony Orchestra. It offers live and recorded radio broadcasts to Michigan fans and listeners nationwide. The Symphony's offers compact discs for sale as well as free web casts of classic performances via a website ([www.detroitssymphony.com](http://www.detroitssymphony.com)) that receives over 750,000 hits each month.<sup>38</sup>

## Profile of Arts Creation

**Table 35: Arts Creation in Michigan, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
Did ceramics, jewelry, leatherwork, metalwork	10%	0.7	7%
Did weaving, crocheting, quilting, needlepoint, sewing	20% *	1.5	16%
Did photography, movies, video tapes as art activity	13%	1.0	12%
Did painting, drawing, sculpture, printmaking	11%	0.8	9%
Did creative writing	9%	0.7	7%
Composed music	3%	0.2	2%
Acquired original art	7%	0.5	6%
Played jazz	3%	0.2	1%
Played classical music	2%	0.2	2%
Sung opera	0.3%	0.02	1%
Sung musicals	3%	0.2	2%
Sung in groups	6%	0.5	5%
Acted	2%	0.1	1%
Danced ballet ( <i>too small to be estimated</i> )	----	----	0.3%
Did other dance	4%	0.3	4%
Did any arts creation	47% *	3.4	40%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

“---“ Too small to be estimated with precision

Michigan is a creative state, with 47 percent of adult residents engaging in some type of arts creation, which is higher than the national average of 40 percent. Textile artists comprise the largest group (about one fifth of adults). Photographic artists are a distant

<sup>38</sup> Arts and Cultural Impact Newsletter. Volume 4 Issue 1. Michigan Council For Arts And Cultural Affairs, October, 2001.



second at 13 percent. Traditional visual arts are also popular with 11 percent of adults. Other forms of artistic expression are less popular; however, with the exception of singing opera and dancing ballet, each category enjoys the patronage of at least two percent of adults.

With respect to art collecting, 20 percent of Michigan adults own original art, similar to adults nationwide (not shown, see Appendix C). Thirty-five percent of these art owners acquired an original piece in the previous year (or 7% of all adults statewide).

With respect to personal arts creation, Michigan stands apart from the country in two ways. The percentage of adults engaged in textile arts is higher than the national average. In addition, the percentage of adults engaged in at least one form of personal arts creation (“any arts creation”) is higher in Michigan than it is nationwide.

## Profile of Arts Education

**Table 36: Arts Education in Michigan, 2002**

Has had the following types of lessons during lifetime	Percent of Adults	No. of Adults (millions)	U.S. Overall
Music lessons	37%	2.7	34%
Visual art lessons	21% *	1.5	17%
Acting lessons	6%	0.5	7%
Ballet lessons	6%	0.4	6%
Other dance lessons	14%	1.0	11%
Writing lessons	16%	1.2	13%
Art appreciation lessons	20%	1.5	18%
Music appreciation lessons	14%	1.0	16%
Any arts education	52%	3.7	47%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Arts education is strong in Michigan. Approximately half of all adults report exposure to some type of arts education. This translates to 3.7 million adults. Well over one-third of Michigan’s population (37%) has had music lessons, and both visual art and art appreciation instruction reached approximately 20 percent of adults. Visual art lessons, in particular, stand out as statistically higher than the national average.

Perhaps because of their high levels of exposure to arts education, adult participants in the 2002 study of arts in Michigan acknowledged the importance of arts and culture on young people and learning. “Integrating learning about arts and culture and infusing arts in the process of learning all subjects were seen as equally important and valuable.”<sup>39</sup> The importance of music lessons in youth, and other lessons in post-secondary education is evident in Michigan as well as in other states. Of those who took music lessons, 87

<sup>39</sup> Ibid, p.6

percent did so as youth and 30 percent did so as adults. Visual arts lessons, music appreciation, and art appreciation were more likely to be taken as adults (74%, 70% and 86%, respectively), than as youth (50%, 46% and 21%, respectively).

## **Summary**

Although patterns of arts participation in Michigan are similar to those of nation in most categories, there are some exceptions that make the state's arts profile unique. In particular, the state boasts higher than average rates of participation in two live arts categories, one media arts category, two arts creation categories, and one arts education category. In only one category does Michigan lag behind the national average: visits to parks and historic sites.

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## New Jersey

The Garden State is the fifth smallest state but the most densely populated. While attractions such as Atlantic City and artists like Bruce Springsteen are well known, New Jersey is not often thought of in terms of the arts. Rather, the state's cultural scene can be overshadowed by New York City. This has begun to change however. Initiated in 1995, the New Jersey Arts Plan is a clear vision for a better state through the arts.<sup>40</sup> This chapter examines how New Jersey residents take advantage of the newly revitalized cultural scene in their own state and elsewhere.

### Demographic Profile<sup>41</sup>

In some ways, New Jersey is similar to the U.S. overall. Both are racially and ethnically diverse. Of the more than 8 million residents, 13 percent identify themselves as Black or African American. Fourteen percent identify themselves as Hispanic. These statistics are similar, albeit slightly higher in New Jersey than across the nation. A slightly higher proportion of Asians also live in New Jersey than in the nation overall.

In other ways, the profile of New Jersey is different from the nation. Overall, educational attainment in New Jersey is higher than it is across the country. While unemployment rates are similar, adult poverty is lower in New Jersey and the median household income is considerably higher.

**Table 37: Demographics in New Jersey, 2002**

	NJ	U.S.
<b>Total Population (millions)</b>	8.4	280.5
Adults 18 years and over	6.3	208.1
<b>Race/ethnicity</b>		
White (only)	72%	76%
Black or African American (only)	13%	12%
Asian (only)	6%	4%
Other single race	6%	3%
Two or more races	2%	5%
Hispanic or Latino (of any race)	14%	13%
<b>Educational attainment (25+ yrs)</b>		
Percent high school graduate	85%	83%
Percent bachelor's degree or higher	32%	26%
<b>Socioeconomic indicators</b>		
Percent unemployed	7%	7%
Percent of adults in poverty	6%	11%
Median household income (2002 \$)	\$58,759	\$43,057

Source: 2002 American Community Survey

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<sup>40</sup> "State Spotlight: New Jersey's Homegrown Plan For The Arts," Washington, DC: National Association of State Arts Agencies, March 2001.

<sup>41</sup> The introduction outlined the important relationships between demographic and cultural factors and arts participation rates. The reader is encouraged to refer to that discussion whenever key demographic and cultural factors are summarized in this chapter and other chapters.

## Arts Landscape

**Table 38: Artists and Arts Organizations in New Jersey, 2000**

<b>Number of Artists</b>	<b>61,090</b>
Artists as a percentage of the labor force	1.46%
Architects	6,350
Art directors, fine artists, and animators	7,185
Designers	25,485
Actors	915
Producers and directors	4,570
Dancers and choreographers	490
Musicians and singers	5,755
Announcers	1,150
Writers and authors	5,000
Photographers	3,195
Other artists and entertainers	995
<b>No. of Registered Arts, Culture, and Humanities Nonprofits</b>	<b>1,163</b>
<b>No. of Nonprofit Entities with Arts as a Core Activity</b>	<b>692</b>

Sources: Nichols, B. "Artist Labor Force by State, 2000." NEA Research Division Note 85, May 2004; The Urban Institute, National Center for Charitable Statistics; The Unified Database of Arts Organizations

About 61,000 artists that call New Jersey home and constitute 1.46 percent of the overall labor force. Where do these artists work? While the state contained 1,163 cultural nonprofit organizations in 2000, 692 entities in New Jersey engaged in arts as their core business activity. As of 2004, the total number of registered nonprofit arts, culture, and humanities organizations rose to 1,633.

**Table 39: State Arts Agency Funding in New Jersey, FY 2002 to FY 2005**

	<b>FY 2002 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2004 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2005 (nominal \$)</b>	<b>Per capita</b>
State Appropriation for Arts	\$22,740,000	\$2.67	\$18,930,000	\$2.19	\$28,680,000	\$3.30
NEA Grants to State Arts Agency	\$654,400	\$0.08	\$709,700	\$0.08	\$739,300	\$0.08

Source: National Assembly of State Arts Agencies

Among the states profiled here, New Jersey stands apart with respect to state arts funding. As was the trend across the nation, state arts subsidies in New Jersey dropped between FY 2002 and FY 2004, down from \$2.67 per capita to \$2.19. However, in FY 2005, the state increased appropriations for the arts to \$28.7 million – an 18 percent increase in real terms over 2002. Today, New Jersey allocates \$3.30 per capita on the arts, the highest of any state profiled here. In addition to state legislative appropriations and federal funding, the New Jersey state arts agency also reports \$446,543 in nonstate revenues and \$95,876 in other state funds for FY 2005. The stability of arts funding is due,

in part, to the 8 percent tax on the occupancy rates of hotel rooms, a portion of which supports New Jersey's arts council, historical commission, the cultural trust and tourism marketing.<sup>42</sup>

## Profile of Live Arts Participation

**Table 40: Live Arts Participation in New Jersey, 2002**

Attended/visited at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Performance activities</b>			
Jazz performance	11%	0.7	11%
Classical music performance	11%	0.7	12%
Opera performance	5%	0.3	3%
Ballet performance	4%	0.3	4%
Non-ballet dance performance	5%	0.3	6%
Musical play performance	29% *	1.8	17%
Non-musical play performance	15%	0.9	12%
<b>Non-performance activities</b>			
Art museums/art galleries	32% *	2.0	27%
Parks/historic sites	43% *	2.7	32%
Craft fairs/art festivals	34%	2.1	33%
Any live arts attendance (excludes reading)	62% *	3.9	55%
Read literature (plays, poetry, novels, short stories)	52% *	3.3	47%
Read books	63% *	4.0	57%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

New Jersey boasts the highest rate of any live arts participation of all ten states profiled here (62%). This rate is significantly higher than the national average. Also noteworthy is the strikingly high rate of attendance at musical plays (29%; also higher than the national average). No other performance-based live arts activity receives similar patronage. Yet, with 75 percent of residents living within a 30-mile radius of Manhattan, such high rates of attendance make sense.<sup>43</sup> Interestingly, when asked to select among the live arts activities they would like to attend more often, adults chose musicals.

Non-performance activities also engage many adults. Here the state stands out for high rates of attendance at parks and historic sites. In fact, forty-three percent of adults report visiting a park or historic site at least once in the previous year. This translates to 2.7 million adults. A lower but still notable percentage visit art museums/art galleries (32%) and arts and crafts fairs (34%).

<sup>42</sup> McGlone, P. "Hotel tax keeps arts funded," Star-Ledger. June 11, 2005.

<sup>43</sup> "New Jersey," State Web site, 2003

Reading literature, a unique form of arts engagement, is popular with approximately half of adult residents. Sixty-three percent of adults read books. Both types of reading exceed the national average.

In total, four categories of arts engagement boast rates that are higher than the national average: attendance at musicals, visits to art museums/art galleries, visits to parks/historic sites, and reading literature. In addition, the percentage of adults engaged in at least one live arts activity in the previous year (excluding reading), exceeds the national average.

## Profile of Media Arts Participation

**Table 41: Media Arts Participation in New Jersey, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Jazz</b>			
Watched jazz on TV/VCR/DVD	21% *	1.3	16%
Listened to jazz on radio	25%	1.6	24%
Listened to jazz on records/tapes/CDs	20%	1.3	17%
<b>Classical Music</b>			
Watched classical music on TV/VCR/DVD	30% *	1.9	18%
Listened to classical music on radio	34% *	2.1	24%
Listened to classical music on records/tapes/CDs	32% *	2.0	19%
<b>Opera</b>			
Watched opera on TV/VCR/DVD	8%	0.5	6%
Listened to opera on radio	8%	0.5	6%
Listened to opera on records/tapes/CDs	8%	0.5	6%
<b>Musicals</b>			
Watched musicals on TV/VCR/DVD	15%	0.9	12%
Listened to musicals on radio	4%	0.3	2%
Listened to musicals on records/tapes/CDs	11% *	0.7	4%
<b>Plays</b>			
Watched plays on TV/VCR/DVD	14% *	0.9	9%
Listened to plays on radio	1%	0.1	2%
<b>Other</b>			
Watched any dance on TV/VCR/DVD	13%	0.8	13%
Watched program on the arts on TV/VCR/DVD	27%	1.7	25%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

The most notable aspect of media arts participation in New Jersey is adults' affinity for classical music. All three categories relating to classical music (viewing, listening on the

radio, and listening to recordings) register engagement rates of nearly 30 percent or more. All are statistically higher than the national averages. Most popular is listening to classical music on the radio (34%).

Residents' affinity for musicals is evident not only in live arts participation rates, but also media arts participation rates. Eleven percent of adults listen to musicals on records, tapes, and/or CDs - a rate that well exceeds the national average of four percent. A similar disparity exists for watching plays on recorded media. New Jersey's engagement rate (14%) is significantly higher than for the nation overall (9%). These and other media arts participation rates not only reflect viewing preferences, but also local media offerings.

## Profile of Arts Creation

**Table 42: Arts Creation in New Jersey, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
Did ceramics, jewelry, leatherwork, metalwork	5%	0.3	7%
Did weaving, crocheting, quilting, needlepoint, sewing	13%	0.8	16%
Did photography, movies, video tapes as art activity	13%	0.8	12%
Did painting, drawing, sculpture, printmaking	7%	0.5	9%
Did creative writing	9%	0.6	7%
Composed music	2%	0.1	2%
Acquired original art	4%	0.2	6%
Played jazz	2%	0.1	1%
Played classical music	2%	0.1	2%
Sung opera ( <i>too small to be estimated</i> )	----	----	1%
Sung musicals	4%	0.2	2%
Sung in groups	5%	0.3	5%
Acted	2%	0.1	1%
Danced ballet	0.2%	0.01	0.3%
Did other dance	6%	0.4	4%
Did any arts creation	40%	2.5	40%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

“----” Too small to be estimated with precision

Overall, personal arts creation rates in New Jersey mirror those of the nation. Approximately 40 percent of adult residents engage in some arts creation. Specifically, they maintain equal rates of participation in the two most popular creative activities: 13 percent produce photographic arts and 13 percent produce textile arts. Creative writing, traditional visual arts, dance other than ballet, and crafts enjoy participation in descending degrees of popularity (9%, 7%, 6%, and 5% respectively). As is the case with most states, small percentages of adults engage in ballet and opera.

Owning original art is more popular in New Jersey than it is nationwide (not shown, see Appendix C). Twenty-four percent of adults in the state report owning original art, higher than the national average (19%). Acquisition rates appear to be lower, however. In 2002, four percent of adults statewide acquired original art (16% of art owners).

## Profile of Arts Education

**Table 43: Arts Education in New Jersey, 2002**

Has had the following types of lessons during lifetime	Percent of Adults	No. of Adults (millions)	U.S. Overall
Music lessons	36%	2.2	34%
Visual art lessons	17%	1.0	17%
Acting lessons	7%	0.4	7%
Ballet lessons	9%	0.6	6%
Other dance lessons	13%	0.8	11%
Writing lessons	14%	0.9	13%
Art appreciation lessons	21%	1.3	18%
Music appreciation lessons	19%	1.2	16%
Any arts education	50%	3.2	47%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

New Jersey has average rates of arts education. Approximately 36 percent of adult residents have taken music lessons, 21 percent have had art appreciation classes, and 19 percent have taken music appreciation classes. While exposure to arts education appears to be slightly higher than in the nation in most categories, differences are not statistically significant.

Of New Jersey residents who took music lessons, 86 percent did so as youth and 27 percent did so as adults. The opposite pattern exists for arts lessons. Of those who took arts lessons, fewer report doing so as youth (48%), than as adults (71%). Both music and art appreciation are more likely to be taken by residents as adults, than as youth. This could suggest the importance of music education in elementary and secondary schools, and arts education requirements in post-secondary education.

## Summary

New Jersey stands out for high rates of live arts and media arts participation. In fact, this state's residents exhibit the highest rate of any live arts participation of the ten states profiled in this report and a statistically higher rate than the national average. Musical plays are a particular favorite. Furthermore, New Jersey adults enjoy classical music and report viewing and listening to it at rates that are statistically higher than the national average. Also notable is the state's overall funding levels for the arts, which exceed all other states on a per capita basis.



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## New York

Nicknamed the Empire State for its wealth and variety of resources, New York ranks second in terms of total personal income and third in terms of total population.<sup>44</sup> While much of the state is rural, New York City dominates perceptions of the state's cultural landscape. The city is recognized as a sophisticated center of both classic and popular arts. While the sheer volume of people, money and arts organizations in New York City enable it to influence the artistic character of the entire region, the state offers many cultural activities outside the city. This chapter examines patterns of public participation in the arts of the state's residents.

### Demographic Profile<sup>45</sup>

New York, with its 18.6 million residents, stands out with a sizeable and diverse population.

With respect to educational attainment, 82 percent of New Yorkers over the age of 25 have a high school degree or more. It ranks 33<sup>rd</sup> in the nation in this regard. The state performs better with respect to higher educational attainment. Twenty-nine percent of adults have a bachelor's degree or more, the 12<sup>th</sup> highest rate in the nation.

Socioeconomic indicators in New York are somewhat similar to country overall. In 2002, unemployment and poverty in New York were nearly the same as the nation overall. By contrast, the median household income in the state slightly exceeded that of the nation.

**Table 44: Demographics in New York, 2002**

	NY	U.S.
<b>Total Population (millions)</b>	18.6	280.5
Adults 18 years and over	14.0	208.1
<b>Race/ethnicity</b>		
White (only)	69%	76%
Black or African American (only)	16%	12%
Asian (only)	6%	4%
Other single race	7%	3%
Two or more races	2%	5%
Hispanic or Latino (of any race)	16%	13%
<b>Educational attainment (25+ yrs)</b>		
Percent high school graduate	82%	83%
Percent bachelor's degree or higher	29%	26%
<b>Socioeconomic indicators</b>		
Percent unemployed	8%	7%
Percent of adults in poverty	11%	11%
Median household income (2002 \$)	\$44,923	\$43,057

Source: 2002 American Community Survey

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<sup>44</sup> "New York," Encarta Online Encyclopedia 2003

<sup>45</sup> The introduction outlined the important relationships between demographic and cultural factors and arts participation rates. The reader is encouraged to refer to that discussion whenever key demographic and cultural factors are summarized in this chapter and other chapters.

## Arts Landscape

**Table 45: Artists and Arts Organizations in New York, 2000**

<b>Number of Artists</b>	<b>191,850</b>
Artists as a percentage of the labor force	2.13%
Architects	17,585
Art directors, fine artists, and animators	23,885
Designers	65,410
Actors	7,980
Producers and directors	20,075
Dancers and choreographers	2,620
Musicians and singers	16,300
Announcers	3,205
Writers and authors	20,465
Photographers	11,385
Other artists and entertainers	2,940
<b>No. of Registered Arts, Culture, and Humanities Nonprofits</b>	<b>4,653</b>
<b>No. of Nonprofit Entities with Arts as a Core Activity</b>	<b>2,846</b>

Sources: Nichols, B. "Artist Labor Force by State, 2000." NEA Research Division Note 85, May 2004; The Urban Institute, National Center for Charitable Statistics; The Unified Database of Arts Organizations

New York State ranks first in the nation in terms of artists as a percentage of the state labor force and second in terms of total number of artists.<sup>46</sup> In 2000, 191,850 artists constituted 2.13 percent of the state labor force. Like California, it boasts a high percentage of designers (34% of state artists), as well as actors, directors and producers (15% of state artists). It also has a similar, albeit slightly higher, percentage of writers (11% of state artists) than California (9%). There are also numerous arts organizations in the state. In 2000, there were approximately 4,600 registered cultural nonprofits and 2,846 core arts entities in New York. By 2004, the former figure had risen to 6,438.

**Table 46: State Arts Agency Funding in New York, FY 2002 to FY 2005**

	<b>FY 2002 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2004 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2005 (nominal \$)</b>	<b>Per capita</b>
State Appropriation for Arts	\$51,493,500	\$2.70	\$44,677,500	\$2.33	\$44,455,000	\$2.31
NEA Grants to State Arts Agency	\$753,800	\$0.04	\$765,600	\$0.04	\$787,800	\$0.04

Source: National Assembly of State Arts Agencies

Between FY 2002 and FY 2005, New York cut appropriations to the arts by approximately 20 percent in real terms, down from \$2.70 per capita to \$2.31. While the decrease is not as dramatic as in other states, such as California, the decline particularly

<sup>46</sup> The District of Columbia actually ranks higher in terms of artists as a percentage of the labor force (2.9%).

notable when considering the large numbers of artists and arts organizations in the state. As is the case nationwide, NEA grants to New York during the same period have remained relatively steady.

## Profile of Live Arts Participation

**Table 47: Live Arts Participation in New York, 2002**

Attended/visited at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Performance activities</b>			
Jazz performance	12%	1.7	11%
Classical music performance	11%	1.6	12%
Opera performance	5% *	0.7	3%
Ballet performance	4%	0.5	4%
Non-ballet dance performance	6%	0.8	6%
Musical play performance	21% *	2.9	17%
Non-musical play performance	15%	2.1	12%
<b>Non-performance activities</b>			
Art museums/art galleries	26%	3.7	27%
Parks/historic sites	28%	4.0	32%
Craft fairs/art festivals	32%	4.4	33%
Any live arts attendance (excludes reading)	54%	7.6	55%
Read literature (plays, poetry, novels, short stories)	48%	6.7	47%
Read books	54%	7.5	57%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Over half of adults in New York attend at least one live arts activity each year. Musicals and plays are the top two most popular performance events for New York residents. Twenty-one percent of adults report attending at least one musical in the previous year, while 15 percent report attending at least one play. This translates to 2.9 million and 2.1 million audience members, respectively. The attendance rate at musicals is higher than the national average.

The percent of adults attending at least one jazz performance and/or one classical music performance was similar. Dance events and opera activities draw small audiences, at less than 1 million adults apiece. However, the percent of adults attending opera (5%) is higher in New York than it is nationwide (3%).

For New Yorkers, non-performance activities are the most popular. Approximately one-quarter of adults report visiting a museum/art gallery (26%) and parks/historic sites (28%). More popular are visits to arts and crafts fairs (32%). This translates to approximately 4.4 million adults.

When asked to select among the live arts activities they would like to attend more often, the greatest percentage of New Yorkers chose musicals, followed by art museums or galleries.

## Profile of Media Arts Participation

**Table 48: Media Arts Participation in New York, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Jazz</b>			
Watched jazz on TV/VCR/DVD	14%	2.0	16%
Listened to jazz on radio	21%	2.9	24%
Listened to jazz on records/tapes/CDs	15%	2.1	17%
<b>Classical Music</b>			
Watched classical music on TV/VCR/DVD	18%	2.5	18%
Listened to classical music on radio	21%	3.0	24%
Listened to classical music on records/tapes/CDs	19%	2.7	19%
<b>Opera</b>			
Watched opera on TV/VCR/DVD	7%	1.0	6%
Listened to opera on radio	7%	0.9	6%
Listened to opera on records/tapes/CDs	6%	0.8	6%
<b>Musicals</b>			
Watched musicals on TV/VCR/DVD	12%	1.6	12%
Listened to musicals on radio	2%	0.3	2%
Listened to musicals on records/tapes/CDs	5%	0.7	4%
<b>Plays</b>			
Watched plays on TV/VCR/DVD	13% *	1.7	9%
Listened to plays on radio	2%	0.3	2%
<b>Other</b>			
Watched any dance on TV/VCR/DVD	13%	1.8	13%
Watched program on the arts on TV/VCR/DVD	22%	3.1	25%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

New Yorkers watch arts programs on television, videocassette, or DVD at a higher rate than any other media arts activity (22%). Listening to classical and to jazz music on the radio, however, are nearly the same with 21 percent of adults tuning in to each genre. When it comes to watching arts programs such as musicals, plays, or dance programs on television, videocassette, or DVD, approximately 12 percent of New Yorkers do so. Overall, the profile of media arts participation in New York is similar to that of the nation,

with one exception: The percentage of New Yorkers watching plays on recorded media exceeds the national average.

## Profile of Arts Creation

**Table 49: Arts Creation in New York, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
Did ceramics, jewelry, leatherwork, metalwork	6%	0.9	7%
Did weaving, crocheting, quilting, needlepoint, sewing	15%	2.1	16%
Did photography, movies, video tapes as art activity	13%	1.9	12%
Did painting, drawing, sculpture, printmaking	9%	1.2	9%
Did creative writing	7%	1.0	7%
Composed music	2%	0.2	2%
Acquired original art	4%	0.6	6%
Played jazz	2%	0.3	1%
Played classical music	2%	0.3	2%
Sung opera	2%	0.2	1%
Sung musicals	2%	0.3	2%
Sung in groups	2% *	0.3	5%
Acted	1%	0.1	1%
Danced ballet	0.3%	0.04	0.3%
Did other dance	3%	0.4	4%
Did any arts creation	37%	5.2	40%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

In New York, about 37 percent of adults create some type of artistic product or performance. Textile arts are the most popular, created by 15 percent of adults. Approximately 13 percent of adult residents express themselves in the photographic arts, whereas nine percent participate in the tradition visual arts. Creative writing, crafts, and dance other than ballet enjoy practitioner rates in the medium to low single digits. One percent or fewer of New Yorkers engage in opera, in acting, or in dancing ballet. Compared to the nation, only one category of arts creation stands apart. A smaller percentage of adult New York residents report singing in groups (2%) than do Americans overall (5%).

While not necessarily personal arts creation, 17 percent of New Yorkers own original pieces of art, such as paintings, drawings, sculpture, prints, or lithographs (not shown, see Appendix C). One-quarter of these art owners acquired an original piece in the previous year, which amounts to four percent of adults statewide.

## Profile of Arts Education

**Table 50: Arts Education in New York, 2002**

Has had the following types of lessons during lifetime	Percent of Adults	No. of Adults (millions)	U.S. Overall
Music lessons	29% *	4.1	34%
Visual art lessons	16%	2.3	17%
Acting lessons	7%	1.0	7%
Ballet lessons	6%	0.8	6%
Other dance lessons	9% *	1.3	11%
Writing lessons	11%	1.6	13%
Art appreciation lessons	17%	2.4	18%
Music appreciation lessons	15%	2.1	16%
Any arts education	40% *	5.6	47%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

New York stands out with lower than average rates of exposure in three categories: music lessons, other dance lessons, and “any arts education.”

Like all states, the most frequently cited categories of arts education are music lessons, art lessons, art appreciation, and music appreciation classes. Even so, the percentage of adults reporting music lessons in New York is lower than the national average. Of adults who took music lessons, 89 percent did so as youth and 27 percent did so as adults. The opposite pattern exists for visual art lessons. Of those who took visual art lessons, fewer did so as youth (58%), than as adults (65%). Both music and art appreciation are more likely to be taken as adults (59% and 76%, respectively), than as youth (57% and 41%, respectively).

## Summary

Patterns of arts participation in the New York tend to be similar to the other states profiled in this report. However, there are a handful of characteristics that make New York unique. In particular, the state is home to the second largest community of artists as a percentage of the labor force, the second largest community of arts organizations per capita (behind Massachusetts), and the highest level of state arts funding per capita in FY 2004. The state also claims higher than average rates of participation in live opera, attendance at musicals, and watching plays on television. It has lower than average rates of participation in three categories of arts education and one category of arts creation.

In a 2001 state-survey about the arts in Ohio, 62 percent of those surveyed indicated that the arts play an important or extremely important role in society.<sup>47</sup> Accessing arts activities should be no problem for most Ohioans. In addition to the diversity of activities available within the state, residents live within 600 miles of 60 percent of the U.S. population. Nearby cities include Detroit, Buffalo, Pittsburgh, and Washington, D.C. This chapter examines if and how Ohioans take advantage of the arts activities in and outside their state.

## Demographic Profile<sup>48</sup>

More than 11 million residents call Ohio home. While similar in many ways to the nation, it stands out with a population that is predominately White or African American and with few other races represented. In addition, there is a substantially lower Hispanic population (2%) as compared to the nation overall (13%).

With respect to educational attainment, 85 percent of residents over the age of 25 have at least a high school degree – generally comparable to the U.S. average. However, the state does not perform as well with respect to higher education. Twenty-two percent of adults have a bachelor's degree or more, placing the state 41<sup>st</sup> in the country.

While unemployment and adult poverty rates are similar in Ohio as in the rest of the country, the median household income in the state is somewhat lower.

**Table 51: Demographics in Ohio, 2002**

	OH	U.S.
<b>Total Population (millions)</b>	11.1	280.5
Adults 18 years and over	8.3	208.1
<b>Race/ethnicity</b>		
White (only)	85%	76%
Black or African American (only)	11%	12%
Asian (only)	1%	4%
Other single race	1%	3%
Two or more races	1%	5%
Hispanic or Latino (of any race)	2%	13%
<b>Educational attainment (25+ yrs)</b>		
Percent high school graduate	85%	83%
Percent bachelor's degree or higher	22%	26%
<b>Socioeconomic indicators</b>		
Percent unemployed	8%	7%
Percent of adults in poverty	10%	11%
Median household income (2002 \$)	\$40,697	\$43,057

Source: 2002 American Community Survey

<sup>47</sup> "Ohio: A State for the Arts," Ohio State Arts Council, 2001.

<sup>48</sup> The introduction outlined the important relationships between demographic and cultural factors and arts participation rates. The reader is encouraged to refer to that discussion whenever key demographic and cultural factors are summarized in this chapter and other chapters.

## Arts Landscape

**Table 52: Artists and Arts Organizations in Ohio, 2000**

<b>Number of Artists</b>	<b>60,860</b>
Artists as a percentage of the labor force	1.07%
Architects	6,235
Art directors, fine artists, and animators	7,035
Designers	26,485
Actors	370
Producers and directors	2,930
Dancers and choreographers	995
Musicians and singers	5,475
Announcers	2,010
Writers and authors	4,260
Photographers	4,020
Other artists and entertainers	1,045
<b>No. of Registered Arts, Culture, and Humanities Nonprofits</b>	<b>1,661</b>
<b>No. of Nonprofit Entities with Arts as a Core Activity</b>	<b>926</b>

Sources: Nichols, B. "Artist Labor Force by State, 2000." NEA Research Division Note 85, May 2004; The Urban Institute, National Center for Charitable Statistics; The Unified Database of Arts Organizations

Today over 60,000 artists reside in Ohio. Data suggest that arts-related occupations enjoyed only slight growth between 1980 and 2000, from less than one percent to 1.07 percent over 20 years.<sup>49</sup>

According to the Unified Database of Arts Organizations, there are 926 entities in Ohio with arts as their core business activity. Many are likely to be part of the larger community of cultural nonprofits. In 2000, Ohio was home to 1,661 such organizations – a figure that grew to 2,202 by 2004.

**Table 53: State Arts Agency Funding in Ohio, FY 2002 to FY 2005**

	<b>FY 2002 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2004 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2005 (nominal \$)</b>	<b>Per capita</b>
State Appropriation for Arts	\$14,668,902	\$1.29	\$12,065,625	\$1.05	\$11,375,734	\$0.99
NEA Grants to State Arts Agency	\$722,300	\$0.06	\$764,300	\$0.07	\$787,200	\$0.07

Source: National Assembly of State Arts Agencies

Regarding financial support, Ohio's arts funding fell prey to the same budget cuts that were seen across the nation in FY 2004, and declined further in FY 2005. Specifically, state arts funding decreased 28 percent in real terms while NEA grants rose only slightly.

<sup>49</sup> Ellis, D and Beresford, *op cit.*



In addition to legislative appropriations and federal support, Ohio's state arts agency also reports \$86,366 in other state funds and \$195,000 in nonstate funding for FY 2005.

## Profile of Live Arts Participation

**Table 54: Live Arts Participation in Ohio, 2002**

Attended/visited at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Performance activities</b>			
Jazz performance	9%	0.7	11%
Classical music performance	14%	1.1	12%
Opera performance	2%	0.2	3%
Ballet performance	5%	0.4	4%
Non-ballet dance performance	5%	0.4	6%
Musical play performance	19%	1.5	17%
Non-musical play performance	11%	0.9	12%
<b>Non-performance activities</b>			
Art museums/art galleries	26%	2.1	27%
Parks/historic sites	32%	2.7	32%
Craft fairs/art festivals	32%	2.7	33%
Any live arts attendance (excludes reading)	55%	4.5	55%
Read literature (plays, poetry, novels, short stories)	46%	3.8	47%
Read books	54%	4.5	57%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Over half of adults in Ohio attend some form of live arts at least once per year (excluding reading). Like most states, attending musical plays is the most popular performance activity. In 2002, approximately 1.5 million adults attended at least one musical play in the previous year. The second most popular performance activity is attendance at classical music events. Fourteen percent of adults report doing so at least once in the previous year, as compared to 11 percent for plays and 9 percent for jazz events. Live dance activities engage approximately 400,000 Ohioans each year, while opera reaches 200,000.

Non-performance activities draw a greater number of participants than performance events. In particular, approximately 32 percent of adults visit parks and historic sites and the same percentage visit arts and crafts fairs. Slightly less popular are visits to museums and/or art galleries (26%).

Over half of Ohio adults books, and nearly half read plays, poetry, novels, or short stories for pleasure.

Compared to the national average, live arts attendance in Ohio is similar in all categories. When asked to select among the live arts activities they would like to attend more often, the greatest percentage of adults chose musicals, followed closely by art museums or galleries.

## Profile of Media Arts Participation

**Table 55: Media Arts Participation in Ohio, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Jazz</b>			
Watched jazz on TV/VCR/DVD	15%	1.3	16%
Listened to jazz on radio	22%	1.8	24%
Listened to jazz on records/tapes/CDs	18%	1.5	17%
<b>Classical Music</b>			
Watched classical music on TV/VCR/DVD	19%	1.6	18%
Listened to classical music on radio	21%	1.7	24%
Listened to classical music on records/tapes/CDs	21%	1.7	19%
<b>Opera</b>			
Watched opera on TV/VCR/DVD	5%	0.4	6%
Listened to opera on radio	5%	0.4	6%
Listened to opera on records/tapes/CDs	5%	0.4	6%
<b>Musicals</b>			
Watched musicals on TV/VCR/DVD	15%	1.2	12%
Listened to musicals on radio	3%	0.2	2%
Listened to musicals on records/tapes/CDs	5%	0.4	4%
<b>Plays</b>			
Watched plays on TV/VCR/DVD	10%	0.8	9%
Listened to plays on radio	3%	0.2	2%
<b>Other</b>			
Watched any dance on TV/VCR/DVD	15%	1.2	13%
Watched program on the arts on TV/VCR/DVD	27%	2.2	25%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Media arts engagement rates in Ohio do not differ from national averages. In Ohio, watching general arts programs on television, videocassette, or DVD is the most popular media-related arts activity. Twenty-seven percent of residents enjoy the arts in this way. Listening to jazz on the radio is the second most reported activity. Twenty-two percent of

the adult population tunes in for jazz, but classical music rounds out the top three activities with nearly identical rates of engagement via radio and recordings (21%).

## Profile of Arts Creation

**Table 56: Arts Creation in Ohio, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
Did ceramics, jewelry, leatherwork, metalwork	7%	0.5	7%
Did weaving, crocheting, quilting, needlepoint, sewing	16%	1.4	16%
Did photography, movies, video tapes as art activity	10%	0.9	12%
Did painting, drawing, sculpture, printmaking	10%	0.8	9%
Did creative writing	8%	0.7	7%
Composed music	2%	0.2	2%
Acquired original art	6%	0.5	6%
Played jazz	2%	0.2	1%
Played classical music	2%	0.2	2%
Sung opera	2% *	0.2	1%
Sung musicals	3%	0.2	2%
Sung in groups	5%	0.4	5%
Acted	2%	0.2	1%
Danced ballet	0.3%	0.02	0.3%
Did other dance	3%	0.3	4%
Did any arts creation	42%	3.5	40%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Overall, 42 percent of Ohio adults practice some creative expression. Sixteen percent engage in textile arts, while 10 percent engage in photographic arts. Traditional visual arts rank third in popularity, followed by creative writing. Crafts and art collecting enjoy a similar percentage of practitioners (7% and 6% respectively).

Arts creation rates in Ohio do not differ from the national averages, with the exception of a higher than average engagement in opera. This includes ownership of original art (not shown, see Appendix C). An estimated 20 percent of adults in Ohio report owning original art such as paintings, drawings, sculpture, prints, or lithographs. Both ownership and annual acquisition rates are on par with the nation overall. Thirty-two percent of art owners (6% of all adults) report acquiring/purchasing an original piece in the previous year.

## Profile of Arts Education

**Table 57: Arts Education in Ohio, 2002**

Has had the following types of lessons during lifetime	Percent of Adults	No. of Adults (millions)	U.S. Overall
Music lessons	37%	3.0	34%
Visual art lessons	14%	1.2	17%
Acting lessons	6%	0.5	7%
Ballet lessons	5%	0.5	6%
Other dance lessons	12%	1.0	11%
Writing lessons	14%	1.2	13%
Art appreciation lessons	17%	1.4	18%
Music appreciation lessons	14%	1.2	16%
Any arts education	47%	3.9	47%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Overall, nearly half of adults have taken some form of arts education. However, the state does not stand out for particularly high or particularly low arts education rates.

Of those who took music lessons, 95 percent did so as youth and 28 percent did so as adults. Visual art lessons, music appreciation, and art appreciation were more likely to be taken by residents as adults (71%, 70% and 83%, respectively), than as youth (46%, 40% and 22%, respectively).

### Summary

More than some other states profiled in this report, Ohio's arts profile mirrors that of the nation overall. In virtually every category, Ohio adults report average arts participation and arts exposure rates.

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# Pennsylvania

Although Swedish explorers established the first permanent European settlement in Pennsylvania, the state is better known for being home to William Penn and for its Quaker roots. The second state admitted to the Union, Pennsylvania subsequently played important roles in the U.S. Civil War (hosting the battle in Gettysburg) and in the Industrial Revolution.<sup>50</sup> Today, residents and visitors to Pennsylvania can take advantage of a multitude of historic sites, a rich arts environment, and impressive nature areas.

## Demographic Profile<sup>51</sup>

Nearly 12 million people live in Pennsylvania. In many ways, the demographic characteristics of the state are similar to the nation overall. It is moderately diverse, but has a substantially lower Hispanic population (3%) as compared to the nation overall (13%).

With respect to educational attainment, 85 percent of Pennsylvanians over the age of 25 have a high school degree or more. This places the state 26<sup>th</sup> in the nation. The state performs slightly less well with respect to higher educational attainment. Twenty-four percent of adults have a bachelor's degree or more, as compared to 26 percent nationwide. In this regard, Pennsylvania ranks 31<sup>st</sup> in the nation.

In 2002, unemployment in Pennsylvania was nearly the same as the nation overall. The state fared better with respect to the adult poverty rate, but worse with respect to the median household income.

**Table 58: Demographics in Pennsylvania, 2002**

	PA	U.S.
<b>Total Population (millions)</b>	11.9	280.5
Adults 18 years and over	9.1	208.1
<b>Race/ethnicity</b>		
White (only)	85%	76%
Black or African American (only)	10%	12%
Asian (only)	2%	4%
Other single race	2%	3%
Two or more races	1%	5%
Hispanic or Latino (of any race)	3%	13%
<b>Educational attainment (25+ yrs)</b>		
Percent high school graduate	85%	83%
Percent bachelor's degree or higher	24%	26%
<b>Socioeconomic indicators</b>		
Percent unemployed	7%	7%
Percent of adults in poverty	9%	11%
Median household income (2002 \$)	\$41,171	\$43,057

Source: 2002 American Community Survey

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<sup>50</sup> "Pennsylvania Tourism at a Glance: A Brief History," The Commonwealth of Pennsylvania, 2003.

<sup>51</sup> The introduction outlined the important relationships between demographic and cultural factors and arts participation rates. The reader is encouraged to refer to that discussion whenever key demographic and cultural factors are summarized in this chapter and other chapters.

## Arts Landscape

**Table 59: Artists and Arts Organizations in Pennsylvania, 2000**

<b>Number of Artists</b>	<b>70,105</b>
Artists as a percentage of the labor force	1.17%
Architects	7,100
Art directors, fine artists, and animators	8,355
Designers	29,335
Actors	720
Producers and directors	3,735
Dancers and choreographers	705
Musicians and singers	6,225
Announcers	2,195
Writers and authors	6,100
Photographers	4,645
Other artists and entertainers	990
<b>No. of Registered Arts, Culture, and Humanities Nonprofits</b>	<b>1,969</b>
<b>No. of Nonprofit Entities with Arts as a Core Activity</b>	<b>1,057</b>

Sources: Nichols, B. "Artist Labor Force by State, 2000." NEA Research Division Note 85, May 2004; The Urban Institute, National Center for Charitable Statistics; The Unified Database of Arts Organizations

In 2000, about 70,000 workers in Pennsylvania engaged in the arts as their primary work activity. Over two decades, artists as a percentage of the labor force increased 46 percent, from 0.8 percent in 1980 to 1.17 percent by 2000 (see Appendix C).

According to the Unified Database of Arts Organizations, there were approximately 1,057 core arts entities in Pennsylvania in 2000. They fit into a larger category of cultural nonprofits. Data from the National Centers of Charitable Statistics indicate that in the same year, the state was home to 1,969 cultural nonprofit organizations. By 2004, this figure rose to 2,620 registered arts, culture, and humanities nonprofits.

**Table 60: State Arts Agency Funding in Pennsylvania, FY 2002 to FY 2005**

	<b>FY 2002 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2004 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2005 (nominal \$)</b>	<b>Per capita</b>
State Appropriation for Arts	\$14,000,000	\$1.14	\$14,000,000	\$1.13	\$14,500,000	\$1.17
NEA Grants to State Arts Agency	\$654,300	\$0.05	\$743,400	\$0.06	\$789,700	\$0.06

Source: National Assembly of State Arts Agencies

Pennsylvania was the only state to maintain financial support of the arts in FY 2004. In both FY 2002 and FY 2004, the state set aside \$14 million for the arts. Taking inflation into account, this represented a decrease of four percent in state arts funding. Today it spends \$1.17 per capita on the arts. Between FY 2002 and FY 2005, NEA grants remained steady on a per capita basis.

## Profile of Live Arts Participation

**Table 61: Live Arts Participation in Pennsylvania, 2002**

Attended/visited at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Performance activities</b>			
Jazz performance	10%	0.9	11%
Classical music performance	10%	0.9	12%
Opera performance	3%	0.2	3%
Ballet performance	4%	0.4	4%
Non-ballet dance performance	5%	0.5	6%
Musical play performance	19%	1.8	17%
Non-musical play performance	12%	1.1	12%
<b>Non-performance activities</b>			
Art museums/art galleries	24%	2.2	27%
Parks/historic sites	36%	3.3	32%
Craft fairs/art festivals	36%	3.2	33%
Any live arts attendance (excludes reading)	59%	5.4	55%
Read literature (plays, poetry, novels, short stories)	51%	4.6	47%
Read books	59%	5.4	57%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Approximately 59 percent of Pennsylvania adults attend live arts events each year. Attending musical plays is the most popular form of performance-based live arts, followed by attending plays. In 2002, approximately 1.8 million adults attended at least one musical in the previous year. The numbers of adults attending at least one jazz music performance and/or a classical music performance were similar (approximately 900,000 each). Ballet and non-ballet dance draw similar audience sizes at approximately 400,000. Opera draws the smallest audience. Approximately three percent of adults attended at least one opera performance, or 200,000 individuals.

Non-performance activities appeal to the greatest numbers of adults in the state. With Pennsylvania's historic past, it is no surprise that residents value visits to historic sites and parks. Approximately 36 percent of adults visit one every year, or 3.2 million adults in 2002. Nearly the same number enjoys arts and crafts festivals. Visits to art museums and galleries are the least popular non-performance activity among Pennsylvanians, but still engages nearly one-quarter of the adult population. More than half of Pennsylvania adults reported reading books, and slightly fewer read other forms of literature such as poems or short stories for leisure.

When asked to select among the live arts activities they would like to attend more often, the greatest percentage of adults chose musicals, followed by art museums or galleries.

## Profile of Media Arts Participation

**Table 62: Media Arts Participation in Pennsylvania, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Jazz</b>			
Watched jazz on TV/VCR/DVD	16%	1.4	16%
Listened to jazz on radio	23%	2.1	24%
Listened to jazz on records/tapes/CDs	17%	1.5	17%
<b>Classical Music</b>			
Watched classical music on TV/VCR/DVD	22% *	2.0	18%
Listened to classical music on radio	28%	2.5	24%
Listened to classical music on records/tapes/CDs	22%	2.0	19%
<b>Opera</b>			
Watched opera on TV/VCR/DVD	6%	0.5	6%
Listened to opera on radio	7%	0.6	6%
Listened to opera on records/tapes/CDs	5%	0.5	6%
<b>Musicals</b>			
Watched musicals on TV/VCR/DVD	14%	1.3	12%
Listened to musicals on radio	3%	0.3	2%
Listened to musicals on records/tapes/CDs	6%	0.5	4%
<b>Plays</b>			
Watched plays on TV/VCR/DVD	10%	0.9	9%
Listened to plays on radio	2%	0.2	2%
<b>Other</b>			
Watched any dance on TV/VCR/DVD	14%	1.3	13%
Watched program on the arts on TV/VCR/DVD	24%	2.2	25%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Pennsylvanians are fond of classical music. The activities with three of the five highest participation rates in the state involve enjoying classical music. Another popular activity is watching general arts programs on television, videocassette, or DVD (24%). Viewership of musicals, plays, and dance on electronic media hovers between 10 and 14 percent of adults in each category.

Overall, media arts participation rates in Pennsylvania are similar to those of the nation overall, with one exception. Adults in the state report higher than average rates of viewing classical music programs on TV, VCR, and/or DVD.



## Profile of Arts Creation

**Table 63: Arts Creation in Pennsylvania, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
Did ceramics, jewelry, leatherwork, metalwork	7%	0.6	7%
Did weaving, crocheting, quilting, needlepoint, sewing	19%	1.8	16%
Did photography, movies, video tapes as art activity	12%	1.1	12%
Did painting, drawing, sculpture, printmaking	8%	0.7	9%
Did creative writing	6%	0.5	7%
Composed music	2%	0.2	2%
Acquired original art	6%	0.5	6%
Played jazz	1%	0.1	1%
Played classical music	1%	0.1	2%
Sung opera	1%	0.1	1%
Sung musicals	3%	0.3	2%
Sung in groups	7%	0.6	5%
Acted	3%	0.2	1%
Danced ballet	0.4%	0.04	0.3%
Did other dance	5%	0.5	4%
Did any arts creation	45% *	4.1	40%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Pennsylvania claims one of the highest rates of overall arts creation of any state profiled here (45%), statistically higher than the national average. Textile arts are by far the most popular, practiced by 19 percent of adults. This is substantially more adults than practice photographic arts (12%), the next most popular creative activity.

On par with other states, eight percent of Pennsylvanians produce traditional visual arts like painting, drawing, sculpture or printmaking. The next four most common arts activities, singing in groups, crafts, art acquisition and creative writing, are enjoyed by approximately six to seven percent of adults.

Owning original art is popular among about 20 percent of Pennsylvania adults (not shown, see Appendix C), similar to the rate nationwide. Also similar are the percentages of adults who purchased paintings, drawings, sculpture, prints, or lithographs in the previous year (30% of art owners, equivalent to 6% of all adults).

## Profile of Arts Education

**Table 64: Arts Education in Pennsylvania, 2002**

Has had the following types of lessons during lifetime	Percent of Adults	No. of Adults (millions)	U.S. Overall
Music lessons	40% *	3.6	34%
Visual art lessons	16%	1.4	17%
Acting lessons	5%	0.5	7%
Ballet lessons	6%	0.5	6%
Other dance lessons	10%	0.9	11%
Writing lessons	14%	1.2	13%
Art appreciation lessons	17%	1.6	18%
Music appreciation lessons	15%	1.4	16%
Any arts education	54% *	4.9	47%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Pennsylvania is notable for the significant percentage of its adult residents that have had music lessons at some point in their life (40%) and the percentage that have been exposed to a least one category of arts education (54%). Both are higher than the national averages. While the state stands out in this regard, other rates of arts education are similar to the nation overall.

The age at which most Pennsylvanians took lessons follows a pattern similar to other states. Of those who took music lessons, the overwhelming majority did so as youth and only 25 percent did so as adults. By contrast, art lessons were more likely to be taken by residents as adults (69%) than as youth (60%). The same is true for both music and art appreciation. A larger percent reported exposure as adults (64% and 79%, respectively) than as youth (48% and 39%, respectively).

## Summary

What makes Pennsylvania's arts profile unique? One distinction is its rates of arts creation: Pennsylvania claims one of the highest rates of overall arts creation of any state profiled here, statistically higher than the national average. Furthermore, the state stands out for the substantial percentage of residents who have had music lessons at some point in their life and the percentage that have had any arts education. Both rates are higher than the national averages. Finally, with respect to funding, Pennsylvania is one of a handful of states not to cut funding for the arts in FY 2004.

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# Texas

Texas gained its nickname, the Lone Star State, by remaining an independent republic until 1845 when it became the 28<sup>th</sup> state. The state covers the same land area as Ohio, Indiana, and all the New England and Middle Atlantic States combined and boasts cultural diversity. Exhibits at the Institute of Texan Cultures in San Antonio showcase 26 cultural and ethnic groups.<sup>52</sup> The state also claims historic sites ranging from frontier forts to historic inns, over 260 museums, and a substantial music industry.<sup>53</sup> This chapter explores how residents take advantage of these and other resources.

## Demographic Profile<sup>54</sup>

Texas contains 21.2 million inhabitants and stands out with a large percentage of Hispanic residents.

With respect to educational attainment, 78 percent of Texans over the age of 25 have a high school degree or more. This compares to approximately 83 percent nationwide. Only three other states rank lower than Texas in this regard. The state performs a bit better with respect to higher educational attainment. Twenty-five percent of adults have a bachelor's degree or more, 25<sup>th</sup> in the nation.

Socioeconomic indicators in Texas are not as positive as they are nationwide. In 2002, unemployment and poverty in Texas were slightly higher than the national average. Moreover the median household income was lower.

**Table 65: Demographics in Texas, 2002**

	<b>TX</b>	<b>U.S.</b>
<b>Total Population (millions)</b>	21.2	280.5
Adults 18 years and over	15.2	208.1
<b>Race/ethnicity</b>		
White (only)	73%	76%
Black or African American (only)	11%	12%
Asian (only)	3%	4%
Other single race	11%	3%
Two or more races	2%	5%
Hispanic or Latino (of any race)	34%	13%
<b>Educational attainment (25+ yrs)</b>		
Percent high school graduate	78%	83%
Percent bachelor's degree or higher	25%	26%
<b>Socioeconomic indicators</b>		
Percent unemployed	8%	7%
Percent of adults in poverty	13%	11%
Median household income (2002 \$)	\$41,376	\$43,057

Source: 2002 American Community Survey

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<sup>52</sup> "Texas Culture: Overview." Office of the Governor, Economic Development and Tourism, 2003.

<sup>53</sup> "State of the Texas Music Industry." Texas Music Office, Office of the Governor, 2003.; "About TAM." Texas Association of Museums; "Remember Texas: The Official Guide to State Historic Sites" Texas Parks And Wildlife, 2002, p. 1.

<sup>54</sup> The introduction outlined the important relationships between demographic and cultural factors and arts participation rates. The reader is encouraged to refer to that discussion whenever key demographic and cultural factors are summarized in this chapter and other chapters.

## Arts Landscape

**Table 66: Artists and Arts Organizations in Texas, 2000**

<b>Number of Artists</b>	<b>114,085</b>
Artists as a percentage of the labor force	1.16%
Architects	12,835
Art directors, fine artists, and animators	12,710
Designers	46,375
Actors	1,040
Producers and directors	6,170
Dancers and choreographers	2,315
Musicians and singers	11,255
Announcers	4,100
Writers and authors	7,120
Photographers	7,400
Other artists and entertainers	2,765
<b>No. of Registered Arts, Culture, and Humanities Nonprofits</b>	<b>2,538</b>
<b>No. of Nonprofit Entities with Arts as a Core Activity</b>	<b>1,514</b>

Sources: Nichols, B. "Artist Labor Force by State, 2000." NEA Research Division Note 85, May 2004; The Urban Institute, National Center for Charitable Statistics; The Unified Database of Arts Organizations

Between 1980 and 2002, the total number of artists in Texas grew substantially from approximately 61,802 to approximately 114,085 (see Appendix C). Today, they constitute 1.16 percent of the state's labor force and about six percent of artists nationwide.

The state contains the third largest community of cultural nonprofits of the ten states profiled here. Data indicate that in 2000, the state housed 2,538 cultural nonprofit organizations and 1,514 core arts entities. By 2004, the total number of cultural nonprofits rose to 3,595.

**Table 67: State Arts Agency Funding in Texas, FY 2002 to FY 2005**

	<b>FY 2002 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2004 (nominal \$)</b>	<b>Per capita</b>	<b>FY 2005 (nominal \$)</b>	<b>Per capita</b>
State Appropriation for Arts	\$5,743,976	\$0.27	\$4,752,253	\$0.22	\$4,510,252	\$0.20
NEA Grants to State Arts Agency	\$701,700	\$0.03	\$762,600	\$0.03	\$791,200	\$0.03

Source: National Assembly of State Arts Agencies

Like many of the states across the nation, Texas' arts budget has shrunk over time. This is particularly problematic considering that Texas has one of the lowest levels of per capita arts funding. Since FY 2002, legislative appropriations have eroded from \$0.27 to \$0.20 per capita. This drop in funding forced the Texas Art Commission to reduce grants to their lowest level in decades.<sup>55</sup> When NEA funding and nonstate revenue (\$444,414) are

<sup>55</sup> Kaufman, J.E., *op cit*.

included, the state arts agency budget represents only 25 cents per capita. Only California currently spends less per capita on the arts.

## Profile of Live Arts Participation

**Table 68: Live Arts Participation in Texas, 2002**

Attended/visited at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Performance activities</b>			
Jazz performance	10%	1.6	11%
Classical music performance	11%	1.7	12%
Opera performance	2%	0.3	3%
Ballet performance	4%	0.6	4%
Non-ballet dance performance	5%	0.7	6%
Musical play performance	13% *	2.0	17%
Non-musical play performance	10%	1.5	12%
<b>Non-performance activities</b>			
Art museums/art galleries	24%	3.7	27%
Parks/historic sites	30%	4.5	32%
Craft fairs/art festivals	28% *	4.3	33%
Any live arts attendance (excludes reading)	50% *	7.5	55%
Read literature (plays, poetry, novels, short stories)	42% *	6.3	47%
Read books	52%	8.0	57%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Attending musical plays is the most popular performance activity in Texas. However, unlike other states profiled here, the percentage of adults attending live musicals (13%) is not substantially different from the percentage attending plays (10%), jazz concerts (10%), and classical music activities (11%). Like other states, live dance and opera activities draw the smallest audiences.

Non-performance activities engage between one-quarter and one-third of Texas adults. Visiting parks/historic sites and arts/crafts fairs are the most popular activities.

Live arts participation rates fall short of the national average in four ways: A significantly lower than average percent of adults attend musicals, visit arts and crafts fairs, and reading literature. In addition, the percentage of adults who participate in at least one form of live arts (excluding reading) is lower than the national average.

When asked to select among the live arts activities they would like to attend more often, the greatest percentage of Texans attendance at art museums or galleries.

## Profile of Media Arts Participation

**Table 69: Media Arts Participation in Texas, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
<b>Jazz</b>			
Watched jazz on TV/VCR/DVD	15%	2.2	16%
Listened to jazz on radio	22%	3.4	24%
Listened to jazz on records/tapes/CDs	16%	2.4	17%
<b>Classical Music</b>			
Watched classical music on TV/VCR/DVD	14% *	2.1	18%
Listened to classical music on radio	26%	3.9	24%
Listened to classical music on records/tapes/CDs	18%	2.7	19%
<b>Opera</b>			
Watched opera on TV/VCR/DVD	6%	1.0	6%
Listened to opera on radio	6%	1.0	6%
Listened to opera on records/tapes/CDs	4%	0.6	6%
<b>Musicals</b>			
Watched musicals on TV/VCR/DVD	9%	1.4	12%
Listened to musicals on radio	3%	0.4	2%
Listened to musicals on records/tapes/CDs	3%	0.4	4%
<b>Plays</b>			
Watched plays on TV/VCR/DVD	7%	1.1	9%
Listened to plays on radio	2%	0.4	2%
<b>Other</b>			
Watched any dance on TV/VCR/DVD	12%	1.8	13%
Watched program on the arts on TV/VCR/DVD	26%	4.0	25%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Texans like to watch programs on the arts on television, videocassette, or DVD. About one-quarter of Texas residents participate in this activity. Listening to classical music on the radio also boasts 26 percent of adults tuning in. As is the case with most states, media participation rates for classical music and jazz are relatively similar, and stand out as among the highest engagement rates in the state. Overall, media arts participation in Texas is similar to the nation overall, with one exception. A smaller percentage of adults in Texas report watching classical music programs on recorded media than in the U.S. While these differences may reflect viewing preferences in Texas, they may also reflect differences in local media offerings.

## Profile of Arts Creation

**Table 70: Arts Creation in Texas, 2002**

Did the following at least once in the last year	Percent of Adults	No. of Adults (millions)	U.S. Overall
Did ceramics, jewelry, leatherwork, metalwork	7%	1.0	7%
Did weaving, crocheting, quilting, needlepoint, sewing	15%	2.3	16%
Did photography, movies, video tapes as art activity	10%	1.5	12%
Did painting, drawing, sculpture, printmaking	10%	1.5	9%
Did creative writing	7%	1.1	7%
Composed music	3%	0.5	2%
Acquired original art	5%	0.8	6%
Played jazz	1%	0.1	1%
Played classical music	2%	0.3	2%
Sung opera	1%	0.1	1%
Sung musicals	2%	0.3	2%
Sung in groups	5%	0.7	5%
Acted	1%	0.2	1%
Danced ballet	0.7%	0.1	0.3%
Did other dance	6%	0.9	4%
Did any arts creation	38%	5.8	40%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

Thirty-eight percent of Texans engage in arts creation of some kind. Like many other states, textile arts such as weaving, crocheting, quilting, and sewing engage the largest percentage of participants (15%). Photographic arts and traditional visual arts (such as painting and drawing) each engage approximately 10 percent of adults, followed in popularity by creative writing and crafts (both at 7%).

Overall, the profile of arts creation in Texas mirrors that of the nation. The state does not stand out with statistically higher or lower rates of personal arts creation. The same is true for ownership of original art (not shown, see Appendix C). Nineteen percent of Texans own original art, of which 27 percent purchased an original painting, drawing, sculpture, print, or lithograph in the previous year. This amounts to five percent of all adults statewide.

## Profile of Arts Education

**Table 71: Arts Education in Texas, 2002**

Has had the following types of lessons during lifetime	Percent of Adults	No. of Adults (millions)	U.S. Overall
Music lessons	32%	4.9	34%
Visual art lessons	18%	2.8	17%
Acting lessons	9%	1.3	7%
Ballet lessons	7%	1.1	6%
Other dance lessons	12%	1.8	11%
Writing lessons	11%	1.7	13%
Art appreciation lessons	16%	2.3	18%
Music appreciation lessons	15%	2.3	16%
Any arts education	48%	7.3	47%

Source: 2002 Survey of Public Participation in the Arts

\* Statistically significantly different than the national average at  $p \leq 0.05$

The arts education exposure rates in Texas appear average. In no category does the state stand out as statistically different from the nation overall. Approximately half of adults have had some form of arts education and about one-third report music lessons at some time in their lives.

Like all states, the most frequently cited categories of arts education are music lessons, art lessons, art appreciation, and music appreciation classes. Of Texans who took music lessons, 89 percent did so as youth and 29 percent did so as adults. In the future, exposure to music and music appreciation lessons in Texas may increase. Since 2003, The Texas Music Project (a nonprofit initiative of the Social Marketing Resource Center in conjunction with the Texas music industry, the State of Texas, the Texas Commission on the Arts, the Texas Music Educators Association and the Texas Coalition for Quality Arts Education) has worked to strengthen and restore music education to Texas schools.

## Summary

Generally, Texans have similar arts participation rates as the inhabitants of the nation as a whole. However, Texas stands out with regard to two characteristics. First, rates of live arts attendance are lower than the national average in multiple categories. In particular, fewer residents attend musicals, visit art/crafts fairs, read literature, or do attend any live arts than do adults nationwide. Additionally, although overall media participation rates in Texas are similar to the nation overall, a smaller percentage of Texans report watching classical music programs on TV, VHS, or DVD than in the U.S. In the areas of arts creation and arts education, participation and exposure rates are similar to the nation as a whole. Texas also stands apart with the second lowest level of arts funding per capita among the states profiled here.



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## Appendix A: Description of Data Used in Analysis

### **2002 Survey of Public Participation in the Arts**

Sponsored by the National Endowment for the Arts, the first Survey of Public Participation in the Arts (SPPA) was conducted by the U.S. Census Bureau in 1982. The result was the first nationally representative data on public involvement in the arts. In 2002, the NEA sponsored a fifth SPPA panel. The most recent data were collected as a supplement to the Current Population Survey (CPS) in August 2002. The CPS is a monthly survey of approximately 60,000 households conducted by the Bureau of the Census for the Bureau of Labor Statistics. The survey's estimation procedure adjusts weighted sample results to agree with independent estimates of the civilian noninstitutional population of the United States by age, sex, race, Hispanic origin, and state of residence. The sample provides estimates for the nation as a whole and for individual states and other geographic areas.

Each month, Bureau of the Census collects data from sample units during the week of the 19<sup>th</sup>. Households selected for the survey remain in the sample for eight months. Only households that were in their fourth or eighth month-in-sample participated in the SPPA portion of the interview in August 2002. Therefore, only 25 percent of the basic CPS households were sampled. The Public Participation in the Arts Supplement attempted to obtain self-responses from household members aged 18 and over. Proxy responses were allowed if attempts for a self-response were unsuccessful. The supplement contained questions about the household member's participation in various artistic activities from August 1, 2001 to August 1, 2002. It asked about the type of artistic activity, the frequency of participation, training and exposure, musical and artistic preferences, length of travel for trips to artistic events, school-age socialization, and computer usage related to artistic information. Interviews were conducted during the period of August 18 – 24, 2002.

All elements of the SPPA survey were asked of respondents in each month. This means that the overall sample size of 17,135 is generally available for all questions in the survey. The exception is questions relating to musical preferences. In this case, the first question in the series was asked to the full sample of 17,135. The processing of the questions coded "don't know," "refused," and "no response, in universe" as "not in universe" for subsequent questions, reduced the sample size to 16,743.

### **American Community Survey**

The American Community Survey is an ongoing nationwide survey conducted by the U.S. Census Bureau to provide communities with population estimates between censuses that occur every ten years. It provides estimates of demographic, housing, social, and economic characteristics every year for all states, as well as for all cities, counties, metropolitan areas, and population groups of 65,000 people or more.

## **The Unified Database of Arts Organizations**

Housed at the Urban Institute, the Unified Database is the creation of a partnership between the National Center for Charitable Statistics (NCCS), the National Endowment for the Arts, and the National Assembly of State Arts Agencies. It contains a master list of entities (organizations, major programs, departments, or facilities of organizations) that produce, present or support the arts as their core activity. In addition to these core arts entities, the database identifies organizations that support other arts organizations rather than engaging in the arts on their own. The information in the database comes from multiple sources: IRS Form 990, records from state arts agency grant files, state arts agency mailing list files, information from national arts service organizations, local arts mailing lists, commercial arts information, and data from ongoing research projects.

Core arts entities in the ten states were identified for this report by Kendall Golladay of the Urban Institute. The arts entities reported here are those registered with the IRS in a given year, of which less than 100 percent filed tax return.

## **NASAA Legislative Appropriations Survey**

Each year, the National Assembly of State Arts Agencies (NASAA) conducts an annual survey of states' legislative appropriations for the arts. These data, which were used in this report, are continually updated and adjusted. Any discrepancies between figures reported in this document and figures available from the NASAA are likely to be due to this process of revision. Data used in this reported were received June 14, 2005.

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## Appendix B: Methodologies

### Point Estimates

Researchers use data from samples to estimate true population values, called parameters. Estimates of true population values come in two forms – a range of possible values or an estimate of a single value. The latter is referred to as a point estimate. The point estimates presented in this report were computed from tabulations of various survey questions (see Appendix C). The estimates are based on the respondents who answered the question. Responses such as “don’t know” or a lack of any response were excluded. Three reasons justify the use of this approach. First, this method was used in previous analysis of the 1982 and 1992 data sponsored by the NEA. Second, missing data occurred in very few cases in all three years of the data. Third, there is little evidence to suggest that respondents who did not answer various questions differ sufficiently from the remaining respondents in a manner that introduces bias in the estimates. Thus, rather than treat these individuals as nonparticipants they are omitted from the analysis. Estimates are thus only slightly higher than they would be if these respondents were included.

### Standard Errors

The Survey of Public Participation in the Arts is sample data. As such, any estimates generated from the data are subject to sampling error. Sampling error will cause sample estimates to vary from the true population values. A standard error of a sample statistic reflects how much one would expect the statistic to vary from the true population value. Each sample statistic estimated from the data has a corresponding standard error (see Appendix C). Standard errors were computed using the formula in the Source and Accuracy Statement for the August 2002 CPS Microdata File for the Public Participation in the Arts provided by the U.S. Census Bureau. This approach takes the design effect into account. A design effect represents the loss in statistical efficiency due to sample design and systematic non-response. Failure to account for the design effect is likely to result in underestimated standard error.

The formula used to compute standard errors throughout this report was:

$$se_p = \sqrt{\left[ p * (100 - p) * \left( \frac{b}{x} \right) \right]}$$

Where:

p = estimated percentage engaged in an arts activity, ( $0 \leq p \leq 100$ )

x = the total number of persons in the base of the percentage (see table below)

b = parameter value (see table below)

**Table 72: Parameters for Computing Standard Errors**

Characteristics	x	b
All States	205,900,000	21,933
California	25,300,000	31,807
Florida	12,100,000	22,953
Illinois	8,900,000	18,811
Massachusetts	4,600,000	19,540
Michigan	7,300,000	18,811
New Jersey	6,100,000	19,540
New York	13,700,000	19,540
Ohio	8,300,000	18,811
Pennsylvania	9,100,000	19,540
Texas	15,100,000	35,449

Source: Source and Accuracy Statement for the August 2002 CPS Microdata File on Public Participation in the Arts

### Hypothesis Testing of Differences

Differences between state and national-level estimates were tested using the test statistic below. This statistic can be used to determine the likelihood that the difference between two estimates is larger than would be expected simply due to chance. The statistic is calculated as:

$$z = \frac{p_1 - p_2}{\sqrt{se_1^2 + se_2^2}}$$

where  $p_1$  and  $p_2$  are the estimates to be compared and  $se_1$  and  $se_2$  are their corresponding design-adjusted standard errors. A statistic of 1.96 or larger corresponds to a confidence level of 95 percent or higher. In cases where the sample size is low (e.g. Massachusetts) and an estimated proportion of adults participants is very low (e.g. 1-2%), the test statistic above is less reliable.

It is important to note that as the number of tests conducted on the same set of data increases, so does the probability that a test statistic will exceed 1.96 by chance. However, no adjustments were made.



## Appendix C: Summary Tables

**Table 73: Summary Table – Percent of Adults Engaged in Arts**

<b>Live Attendance (at least once in the last year)</b>	<b>MA</b>	<b>NY</b>	<b>NJ</b>	<b>PA</b>	<b>OH</b>	<b>IL</b>	<b>MI</b>	<b>FL</b>	<b>TX</b>	<b>CA</b>	<b>US</b>
Jazz	11.8	12.0	11.3	9.6	8.9	14.0 *	11.6	12.9	10.2	12.6	10.8
Classical Music	14.8	11.1	10.9	9.6	13.8	12.0	12.4	9.4	11.1	12.6	11.6
Opera	3.8	5.0 *	4.9	2.6	1.9	2.7	2.1	3.7	2.2	4.2	3.2
Ballet	6.0	3.9	4.0	4.0	4.5	3.2	3.4	3.7	3.8	4.2	3.9
Other Dance	6.9	5.8	4.7	5.0	4.7	7.6	9.4 *	5.1	4.6	7.9	6.3
Musical Play	16.4	20.8 *	28.8 *	19.3	18.5	18.8	18.9	13.2 *	13.3 *	16.8	17.1
Nonmusical Play	16.9	14.7	14.8	12.0	10.7	18.1 *	11.5	10.0	10.0	12.8	12.3
Art Museums/Galleries	33.2 *	26.2	31.9 *	24.4	25.9	29.7	22.7	25.3	24.4	30.7 *	26.5
Historic Parks	34.0	28.4	43.4 *	35.8	32.0	30.3	26.1 *	23.1 *	29.5	32.8	31.6
Arts/Crafts Fairs	31.6	31.5	33.7	35.5	32.1	37.5	41.2 *	37.4	28.3 *	35.0	33.4
Any live arts attendance (excludes reading)	54.1	54.0	61.6 *	59.2	54.7	56.8	57.6	51.8	49.6 *	58.2	54.7
Read literature (plays, poetry, novels, short stories)	44.4	47.7	52.4 *	50.8	46.1	43.2	49.9	43.2	41.6 *	47.1	46.7
Read books	57.6	53.7	62.8 *	59.1	54.4	54.4	57.9	51.3 *	52.5	58.3	56.6
<b>Media Engagement (at least once in the last year)</b>											
Watch jazz on TV/VCR/DVD	17.2	14.2	21.3 *	15.5	15.1	18.4	17.8	17.2	14.8	19.6 *	16.4
Listen to jazz on radio	22.8	20.5	25.4	22.7	22.1	25.5	29.3 *	24.8	22.4	27.3 *	23.5
Listen to jazz on records/tapes/CDs	19.2	15.2	19.9	16.5	18.1	18.4	17.4	18.3	15.8	20.4 *	17.2
Watch classical music on TV/VCR/DVD	16.4	17.7	30.0 *	22.3 *	18.9	18.5	19.2	16.8	14.1 *	20.6	18.1
Listen to classical music on radio	27.7	21.1	33.6 *	27.8	21.1	21.7	26.1	21.1	25.8	26.1	23.9
Listen to classical music on records/tapes/CDs	21.2	19.0	31.5 *	21.7	21.1	16.0	18.6	16.9	17.6	22.3	19.3
Watch opera on TV/VCR/DVD	5.2	7.1	7.6	5.6	4.7	6.0	6.6	4.6	6.3	8.0 *	5.8
Listen to opera on radio	7.6	6.7	7.6	6.9	4.6	6.1	5.5	5.0	6.3	8.1 *	5.7
Listen to opera on records/tapes/CDs	7.1	5.9	8.3	5.0	4.9	6.4	6.3	3.6 *	3.8	7.9 *	5.5
Watch musicals on TV/VCR/DVD	10.6	11.7	15.0	14.2	14.6	11.2	13.9	9.4	9.2	13.3	11.7
Listen to musicals on radio	1.7	2.4	4.2	3.3	2.8	2.8	3.8	2.1	2.9	3.5	2.4
Listen to musicals on records/tapes/CDs	4.4	5.1	11.0 *	5.6	4.6	4.7	4.7	2.8 *	2.8	4.8	4.3
Watch plays on TV/VCR/DVD	10.6	12.5 *	13.7 *	10.3	9.5	11.1	10.2	10.2	7.4	10.9	9.4
Listen to plays on radio	2.9	2.0	1.4	1.8	2.8	2.3	1.8	1.0 *	2.3	3.6 *	2.1
Watch any dance on TV/VCR/DVD	10.3	12.5	13.0	14.3	14.6	12.3	13.8	10.7	11.8	15.7 *	12.6
Watch general arts program on TV/VCR/DVD	19.1 *	22.3	26.5	24.4	26.8	20.7 *	25.3	22.8	26.3	29.2 *	25.0

Source: 2002 Survey of Public Participation in the Arts

Note: \* Statistically significantly different from the national average at  $p \leq 0.05$

**Table 74: Summary Table – Percent of Adults Engaged in Arts (continued)**

<b>Arts Creation (at least once in the last year)</b>	<b>MA</b>	<b>NY</b>	<b>NJ</b>	<b>PA</b>	<b>OH</b>	<b>IL</b>	<b>MI</b>	<b>FL</b>	<b>TX</b>	<b>CA</b>	<b>US</b>
Work with ceramics, jewelry, leatherwork...	3.1 *	6.1	5.0	6.6	6.5	4.8 *	9.8	5.7	6.8	7.6	6.9
Do weaving, crocheting, quilting, needlepoint...	11.8 *	15.0	13.1	19.3	16.3	11.2 *	20.4 *	11.2 *	15.0	15.4	16.0
Make photographs, movies, video tapes	11.5	13.3	13.3	12.1	10.4	10.6	13.4	9.0	9.6	12.8	11.5
Do painting, drawing, sculpture, printmaking	7.4	8.7	7.4	7.7	9.6	7.5	10.5	6.5	9.6	8.8	8.6
Do creative writing	5.9	7.1	9.0	5.7	8.1	6.5	9.3	5.5	7.1	7.5	7.0
Compose music	1.6	1.6	2.3	1.9	2.0	2.3	3.2	1.0 *	3.0	2.9	2.3
Acquire original art	5.2	4.1	3.8	5.9	6.2	6.7	7.1	5.0	5.1	5.1	5.6
Play jazz	0.8	2.1	1.7	1.2	2.2	0.9	2.5	0.8	0.8	1.4	1.3
Play classical music	1.9	1.8	1.7	1.1	1.9	1.9	2.2	1.4	1.8	1.5	1.8
Sing opera	0.5	1.5	-----	0.9	2.1 *	0.4	0.3	0.5	0.6	0.8	0.7
Sing musicals	2.9	2.2	3.7	3.1	2.6	1.5	2.8	2.0	2.2	2.6	2.4
Sing in groups	2.3 *	2.4 *	4.6	6.7	4.5	3.8	6.4	3.3	4.5	3.7	4.8
Act	0.5	0.9	2.1	2.5	1.8	1.8	2.1	1.5	1.1	1.4	1.4
Dance ballet	0.3	0.3	0.2	0.4	0.3	0.3	-----	0.7	0.7	0.3	0.3
Do other dance	3.5	3.0	6.0	5.3	3.1	4.2	4.1	2.7	5.8	4.1	4.2
Do any arts creation	31.1 *	37.2	39.7	45.1 *	42.1	35.9	47.4 *	30.5 *	38.0	40.4	39.5
Own original art (at the time of the survey)	17.0	16.5	23.9 *	19.8	19.7	17.1	20.3	15.5 *	19.0	19.3	19.1
Of which, acquired original art in previous yr	30.8	25.0 *	16.1 *	29.9	31.7	39.0 *	35.0 *	32.4	27.0	26.3 *	29.5
As percent of all adults (also listed above)	5.2	4.1	3.8	5.9	6.2	6.7	7.1	5.0	5.1	5.1	5.6
<b>Arts Education (at least once in lifetime)</b>											
Has had music lessons	29.5	29.1 *	35.7	39.7 *	36.6	29.7 *	36.8	25.6 *	32.2	33.5	33.9
Has had visual art lessons	13.7	16.1	16.6	15.6	14.1	12.5 *	20.7 *	13.7	18.3	19.3	16.6
Has had acting lessons	6.2	7.1	6.9	5.1	6.3	5.0	6.3	5.3	8.6	8.1	7.0
Has had ballet lessons	7.5	5.5	8.8	5.8	5.4	4.0 *	5.7	6.3	7.1	7.7	6.4
Has had other dance lessons	11.0	9.1 *	12.8	10.0	11.8	9.7	14.0	11.0	12.0	12.3	11.4
Has had writing lessons	13.5	11.4	13.9	13.7	14.0	11.7	16.1	9.3 *	11.0	15.0	13.3
Has had art appreciation lessons	13.8 *	17.4	20.7	17.2	16.5	16.4	20.4	16.6	15.5	22.7 *	18.3
Has had music appreciation lessons	12.6	15.0	19.4	14.9	14.4	13.3	13.8	13.5	14.9	17.9	16.1
Has had any arts education	36.7 *	40.4 *	50.2	53.7 *	47.3	39.7 *	51.5	41.0 *	48.1	48.5	47.0

Source: 2002 Survey of Public Participation in the Arts

Note: \* Statistically significantly different from the national average at  $p \leq 0.05$ 

“-----” Too small to be estimated with precision

**Table 75: Standard Errors for Arts Participation Estimates**

<b>Live Attendance (at least once in the last year)</b>	<b>MA</b>	<b>NY</b>	<b>NJ</b>	<b>PA</b>	<b>OH</b>	<b>IL</b>	<b>MI</b>	<b>FL</b>	<b>TX</b>	<b>CA</b>	<b>US</b>
Jazz	2.1	1.2	1.8	1.4	1.4	1.6	1.6	1.5	1.5	1.2	0.3
Classical Music	2.3	1.2	1.8	1.4	1.6	1.5	1.7	1.3	1.5	1.2	0.3
Opera	1.2	0.8	1.2	0.7	0.7	0.7	0.7	0.8	0.7	0.7	0.2
Ballet	1.6	0.7	1.1	0.9	1.0	0.8	0.9	0.8	0.9	0.7	0.2
Other Dance	1.7	0.9	1.2	1.0	1.0	1.2	1.5	1.0	1.0	1.0	0.3
Musical Play	2.4	1.5	2.6	1.8	1.8	1.8	2.0	1.5	1.6	1.3	0.4
Nonmusical Play	2.4	1.3	2.0	1.5	1.5	1.8	1.6	1.3	1.5	1.2	0.3
Art Museums/Galleries	3.1	1.7	2.6	2.0	2.1	2.1	2.1	1.9	2.1	1.6	0.5
Historic Parks	3.1	1.7	2.8	2.2	2.2	2.1	2.2	1.8	2.2	1.7	0.5
Arts/Crafts Fairs	3.0	1.8	2.7	2.2	2.2	2.2	2.5	2.1	2.2	1.7	0.5
Any live arts attendance (excludes reading)	3.2	1.9	2.8	2.3	2.4	2.3	2.5	2.2	2.4	1.7	0.5
Read literature (plays, poetry, novels, short stories)	3.2	1.9	2.8	2.3	2.4	2.3	2.5	2.2	2.4	1.8	0.5
Read books	3.2	1.9	2.7	2.3	2.4	2.3	2.5	2.2	2.4	1.7	0.5
<b>Media Engagement (at least once in the last year)</b>											
Watch jazz on TV/VCR/DVD	2.5	1.3	2.3	1.7	1.7	1.8	1.9	1.6	1.7	1.4	0.4
Listen to jazz on radio	2.7	1.5	2.5	1.9	2.0	2.0	2.3	1.9	2.0	1.6	0.4
Listen to jazz on records/tapes/CDs	2.6	1.4	2.3	1.7	1.8	1.8	1.9	1.7	1.8	1.4	0.4
Watch classical music on TV/VCR/DVD	2.4	1.4	2.6	1.9	1.9	1.8	2.0	1.6	1.7	1.4	0.4
Listen to classical music on radio	2.9	1.5	2.7	2.1	1.9	1.9	2.2	1.8	2.1	1.6	0.4
Listen to classical music on records/tapes/CDs	2.7	1.5	2.6	1.9	1.9	1.7	2.0	1.6	1.8	1.5	0.4
Watch opera on TV/VCR/DVD	1.4	1.0	1.5	1.1	1.0	1.1	1.3	0.9	1.2	1.0	0.2
Listen to opera on radio	1.7	0.9	1.5	1.2	1.0	1.1	1.2	1.0	1.2	1.0	0.2
Listen to opera on records/tapes/CDs	1.7	0.9	1.6	1.0	1.0	1.1	1.2	0.8	0.9	1.0	0.2
Watch musicals on TV/VCR/DVD	2.0	1.2	2.0	1.6	1.7	1.5	1.8	1.3	1.4	1.2	0.3
Listen to musicals on radio	0.8	0.6	1.1	0.8	0.8	0.8	1.0	0.6	0.8	0.7	0.2
Listen to musicals on records/tapes/CDs	1.3	0.8	1.8	1.1	1.0	1.0	1.1	0.7	0.8	0.8	0.2
Watch plays on TV/VCR/DVD	2.0	1.2	1.9	1.4	1.4	1.4	1.5	1.3	1.3	1.1	0.3
Listen to plays on radio	1.1	0.5	0.7	0.6	0.8	0.7	0.7	0.4	0.7	0.7	0.1
Watch any dance on TV/VCR/DVD	2.0	1.2	1.9	1.6	1.7	1.5	1.8	1.3	1.6	1.3	0.3
Watch general arts program on TV/VCR/DVD	2.6	1.6	2.5	2.0	2.1	1.9	2.2	1.8	2.1	1.6	0.4

**Table 76: Standard Errors for Arts Participation Estimates (continued)**

<b>Arts Creation (at least once in the last year)</b>	<b>MA</b>	<b>NY</b>	<b>NJ</b>	<b>PA</b>	<b>OH</b>	<b>IL</b>	<b>MI</b>	<b>FL</b>	<b>TX</b>	<b>CA</b>	<b>US</b>
Work with ceramics, jewelry, leatherwork...	1.1	0.9	1.2	1.2	1.2	1.0	1.5	1.0	1.2	0.9	0.3
Do weaving, crocheting, quilting, needlepoint...	2.1	1.3	1.9	1.8	1.8	1.5	2.0	1.4	1.7	1.3	0.4
Make photographs, movies, video tapes	2.1	1.3	1.9	1.5	1.5	1.4	1.7	1.2	1.4	1.2	0.3
Do painting, drawing, sculpture, printmaking	1.7	1.1	1.5	1.2	1.4	1.2	1.6	1.1	1.4	1.0	0.3
Do creative writing	1.5	1.0	1.6	1.1	1.3	1.1	1.5	1.0	1.2	0.9	0.3
Compose music	0.8	0.5	0.9	0.6	0.7	0.7	0.9	0.4	0.8	0.6	0.2
Acquire original art	1.5	0.8	1.1	1.1	1.2	1.2	1.3	0.9	1.1	0.8	0.2
Play jazz	0.6	0.5	0.7	0.5	0.7	0.4	0.8	0.4	0.4	0.4	0.1
Play classical music	0.9	0.5	0.7	0.5	0.7	0.6	0.8	0.5	0.7	0.4	0.1
Sing opera	0.5	0.5	0.0	0.4	0.7	0.3	0.3	0.3	0.4	0.3	0.1
Sing musicals	1.1	0.6	1.1	0.8	0.8	0.6	0.8	0.6	0.7	0.6	0.2
Sing in groups	1.0	0.6	1.2	1.2	1.0	0.9	1.2	0.8	1.0	0.7	0.2
Act	0.5	0.3	0.8	0.7	0.6	0.6	0.7	0.5	0.5	0.4	0.1
Dance ballet	0.4	0.2	0.3	0.3	0.3	0.2	0.0	0.4	0.4	0.2	0.1
Do other dance	1.2	0.6	1.3	1.0	0.8	0.9	1.0	0.7	1.1	0.7	0.2
Do any arts creation	3.0	1.8	2.8	2.3	2.4	2.2	2.5	2.0	2.4	1.7	0.5
Own original art (at the time of the survey)	2.4	1.4	2.4	1.8	1.9	1.7	2.0	1.6	1.9	1.4	0.4
Of which, acquired original art in previous yr	3.0	1.6	2.1	2.1	2.2	2.2	2.4	2.0	2.2	1.6	0.5
As percent of all adults (also listed above)	1.5	0.8	1.1	1.1	1.2	1.2	1.3	0.9	1.1	0.8	0.2
<b>Arts Education (at least once in lifetime)</b>											
Has had music lessons	3.0	1.7	2.7	2.3	2.3	2.1	2.4	1.9	2.3	1.7	0.5
Has had visual art lessons	2.2	1.4	2.1	1.7	1.7	1.5	2.1	1.5	1.9	1.4	0.4
Has had acting lessons	1.6	1.0	1.4	1.0	1.2	1.0	1.2	1.0	1.4	1.0	0.3
Has had ballet lessons	1.7	0.9	1.6	1.1	1.1	0.9	1.2	1.1	1.2	0.9	0.3
Has had other dance lessons	2.0	1.1	1.9	1.4	1.5	1.4	1.8	1.4	1.6	1.2	0.3
Has had writing lessons	2.2	1.2	2.0	1.6	1.7	1.5	1.9	1.3	1.5	1.3	0.4
Has had art appreciation lessons	2.2	1.4	2.3	1.7	1.8	1.7	2.0	1.6	1.8	1.5	0.4
Has had music appreciation lessons	2.2	1.3	2.2	1.6	1.7	1.6	1.8	1.5	1.7	1.4	0.4
Has had any arts education	3.1	1.9	2.8	2.3	2.4	2.2	2.5	2.1	2.4	1.8	0.5

**Table 77: Summary Table – Estimated Number of Artists and Arts Organizations**

	Registered Nonprofits in Arts, Culture, and Humanities		Registered Core Arts Entities	Total Number of Artists		Artists as % of Labor Force	
	2000	2004	2000	1980	2000	1980	2000
California	5,433	7,787	3,054	176,321	330,635	1.6%	2.09%
Florida	1,782	2,625	947	48,302	106,925	1.2%	1.44%
Illinois	1,753	2,433	1,061	50,467	83,600	0.9%	1.35%
Massachusetts	1,670	2,265	1,817	32,223	57,795	1.2%	1.74%
Michigan	1,250	1,727	797	36,888	63,140	0.9%	1.28%
New Jersey	1,163	1,633	692	36,510	61,090	1.0%	1.46%
New York	4,653	6,438	2,846	138,424	191,850	1.7%	2.13%
Ohio	1,661	2,202	926	39,768	60,850	0.8%	1.07%
Pennsylvania	1,969	2,620	1,057	43,363	70,105	0.8%	1.17%
Texas	2,538	3,595	1,514	61,802	114,085	0.9%	1.16%

Sources: Cultural nonprofits from National Center for Charitable Statistics; Core arts entities from UDAO; 1980 artists from NEA Research Division Report #29, 2000 artists from NEA Research Division Report #85

Note: "Registered" refers to registered with the IRS as a nonprofit with revenues over \$1,000

**Table 78: Summary Table - State Appropriations for the Arts, FY 2002 to FY 2005**

	Nominal Dollars			Real Change	Per Capita		
	FY '02	FY '04	FY '05		FY '02	FY '04	FY '05
California*	\$ 43,399,000	\$ 1,962,000	\$ 2,047,000	-96%	\$1.26	\$0.06	\$0.06
Florida*	\$ 32,833,356	\$ 6,706,621	\$ 15,810,390	-55%	\$2.01	\$0.39	\$0.91
Illinois*	\$ 19,568,900	\$ 18,515,630	\$ 18,865,200	-10%	\$1.56	\$1.46	\$1.48
Massachusetts*	\$ 19,144,688	\$ 7,594,921	\$ 8,346,874	-59%	\$2.99	\$1.18	\$1.30
Michigan*	\$ 26,933,600	\$ 11,734,400	\$ 11,719,300	-59%	\$2.69	\$1.16	\$1.16
New Jersey*	\$ 22,740,000	\$ 18,930,000	\$ 28,680,000	18%	\$2.67	\$2.19	\$3.30
New York*	\$ 51,493,500	\$ 44,677,500	\$ 44,455,000	-19%	\$2.70	\$2.33	\$2.31
Ohio	\$ 14,668,902	\$ 12,065,625	\$ 11,375,734	-28%	\$1.29	\$1.05	\$0.99
Pennsylvania	\$ 14,000,000	\$ 14,000,000	\$ 14,500,000	-3%	\$1.14	\$1.13	\$1.17
Texas	\$ 5,743,976	\$ 4,752,253	\$ 4,510,252	-27%	\$0.27	\$0.22	\$0.20

Source: National Assembly of State Arts Agencies; Real change computed using NASAA inflation-adjusted figures

\* Agency reported line items as part of legislative appropriation in FY02, FY04 or FY05.

**Table 79: Summary Table - NEA Grants to States, FY 2002 to FY 2004**

	Nominal Dollars			Real Change	Per Capita		
	FY '02	FY '04	FY '05		FY '02	FY '03	FY '04
California	\$870,800	\$962,600	\$987,100	6%	\$0.03	\$0.03	\$0.03
Florida	\$602,303	\$649,900	\$720,400	12%	\$0.04	\$0.04	\$0.04
Illinois	\$623,400	\$687,800	\$710,900	6%	\$0.05	\$0.05	\$0.06
Massachusetts	\$598,600	\$678,600	\$1,001,840	56%	\$0.09	\$0.11	\$0.15
Michigan	\$612,900	\$653,450	\$726,550	11%	\$0.06	\$0.06	\$0.07
New Jersey	\$654,400	\$709,700	\$739,300	5%	\$0.08	\$0.08	\$0.08
New York	\$753,800	\$765,600	\$787,800	-3%	\$0.04	\$0.04	\$0.04
Ohio	\$722,300	\$764,300	\$787,200	2%	\$0.06	\$0.07	\$0.07
Pennsylvania	\$654,300	\$743,400	\$789,700	13%	\$0.05	\$0.06	\$0.06
Texas	\$701,700	\$762,600	\$791,200	5%	\$0.03	\$0.03	\$0.03

Source: NEA figures from National Assembly of State Arts Agencies

Note: Real change computed using inflation-adjusted figures by using CPI-U Index. Real change reflects a base year of 2002. The estimated CPI value for 2005 was calculated by averaging the monthly index numbers for Jan 2005 through May 2005. State population totals for per capita estimates from "Table 1: Annual Estimates of the Population for the United States and States, and for Puerto Rico: April 1, 2000 to July 1, 2004 (NST-EST2004-01)," U.S. Census Bureau, December 2004. 2005 pop. estimates projected from 5-yr average annual growth rates.

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## Appendix D: SPPA Survey Questions

*Unless otherwise indicated, question and answer formats apply to all three years of data: 1982, 1992, and 2002. In addition, unless otherwise indicated, the answer format for questions is assumed to be yes/no.*

### **Participation in Arts Activities**

1. [With the exception of elementary or high school performances,] (1992, 2002) Did you go to a live jazz performance during the last 12 months?
  - a. How many times did you do this last month? (1982) Or
  - b. About how many times did you do this during the last 12 months? (1992, 2002)
2. [With the exception of elementary or high school performances,] Did you go to a live classical music performance such as symphony, chamber, or choral music during the last 12 months?
  - a. How many times did you do this last month? (1982) Or
  - b. About how many times did you do this during the last 12 months? (1992, 2002)
3. [With the exception of . . . ] Did you go to a live opera during the last 12 months?
  - a. How many times did you do this last month? (1982) Or
  - b. About how many times did you do this during the last 12 months? (1992, 2002)
4. [With the exception of . . . ] Did you go to a live musical stage play or an operetta during the last 12 months?
  - a. How many times did you do this last month? (1982) Or
  - b. About how many times did you do this during the last 12 months? (1992, 2002)
5. [With the exception of . . . ] Did you go to a live performance of a nonmusical stage play during the last 12 months?
  - a. How many times did you do this last month? (1982) Or
  - b. About how many times did you do this during the last 12 months? (1992, 2002)
6. [With the exception of . . . ] Did you go to a live ballet performance during the last 12 months?
  - a. How many times did you do this last month? (1982) Or
  - b. About how many times did you do this during the last 12 months? (1992, 2002)

7. [With the exception of . . . ] Did you go to a live dance performance other than ballet, such as modern, folk, or tap during the last 12 months? (1992, 2002)
  - a. About how many times did you do this during the last 12 months?
8. [During the last 12 months,] Did you visit an art museum or gallery?
  - a. How many times did you do this last month? (1982) Or
  - b. About how many times did you do this during the last 12 months? (1992, 2002)
9. [During the last 12 months,] Did you visit an art fair or festival, or a craft fair or festival? (1992, 2002)
  - a. About how many times did you do this during the last 12 months?
10. [During the last 12 months,] Did you visit an historic park or monument, or tour buildings or neighborhoods for their historic or design value? (1992, 2002)
  - a. About how many times did you do this during the last 12 months?
11. With the exception of books required for work or school, did you read any books during the last 12 months? (1992, 2002)
  - a. About how many books did you read during the last 12 months?
12. [During the last 12 months,] Did you read any . . .
  - a. Plays?
  - b. Poetry?
  - c. Novels or short stories?

### **Participation Through Media**

1. [During the last 12 months,] Did you listen to . . .
  - a. A reading of poetry, either live or recorded?
  - b. A reading of novels or books either live or recorded?
2. [During . . . ] Did you watch a jazz performance . . .
  - a. on television?
  - b. on a video (VCR) tape? (1992, 2002)
  - c. on a video (DVD) disc? (2002)
  - d. About how many times did you do this during the last 12 months? (1992, 2002)
3. [During . . . ] Did you listen to jazz on radio?
4. [During . . . ] Did you listen to jazz...
  - a. on records?
  - b. on tapes?

- c. on compact discs? (1992, 2002)
5. [During . . . ] Did you watch a classical music performance . . .
    - a. on television?
    - b. on a video (VCR) tape? (1992, 2002)
    - c. on a video (DVD) disc? (2002)
    - d. About how many times did you do this during the last 12 months? (1992, 2002)
  6. [During . . . ] Did you listen to classical on radio?
  7. [During . . . ] Did you listen to classical music ...
    - a. on records?
    - b. on tapes?
    - c. on compact discs? (1992, 2002)
  8. [During . . . ] Did you watch an opera . . .
    - a. on television?
    - b. on a video (VCR) tape? (1992, 2002)
    - c. on a video (DVD) disc? (2002)
    - d. About how many times did you do this during the last 12 months? (1992, 2002)
  9. [During . . . ] Did you listen to opera music on the radio?
  10. [During . . . ] Did you listen to opera music ...
    - a. on records?
    - b. on tapes?
    - c. on compact discs? (1992, 2002)
  11. [During . . . ] with the exception of movies, did you watch a musical stage play or an operetta...
    - a. on television?
    - b. on a video (VCR) tape? (1992, 2002)
    - c. on a video (DVD) disc? (2002)
    - d. About how many times did you do this during the last 12 months? (1992, 2002)
  12. [During . . . ] Did you listen to a musical stage play or an operetta on radio?
  13. [During . . . ] Did you listen to a musical stage play or an operetta ...
    - a. on records?
    - b. on tapes?
    - c. on compact discs? (1992, 2002)



14. [During . . . ] with the exception of movies, situation comedies, or TV series, did you watch a nonmusical stage play...
  - a. on television?
  - b. on a video (VCR) tape? (1992, 2002)
  - c. on a video (DVD) disc? (2002)
  - d. About how many times did you do this during the last 12 months? (1992, 2002)
15. [During . . . ] Did you listen to a radio performance of a nonmusical stage play?
16. [During . . . ] With the exception of music videos (1992, 2002), did you watch dance such as ballet (all years) or modern, folk, or tap (1992, 2002)...
  - a. on television?
  - b. on a video (VCR) tape? (1992, 2002)
  - c. on a video (DVD) disc? (2002)
  - d. About how many times did you do this during the last 12 months? (1992, 2002)
17. [During . . . ] Did you watch a program about artists, art works, or art museums...
  - a. on television?
  - b. on a video (VCR) tape? (1992, 2002)
  - c. on a video (DVD) disc? (2002)
  - d. About how many times did you do this during the last 12 months? (1992, 2002)

### **Participation in Other Leisure Activities**

The following questions are about your participation in other leisure activities.

1. Approximately how many hours of television do you watch on an average day?
2. During the last 12 months, did you go out to the movies?
3. With the exception of youth sports (1992, 2002), did you go to any amateur or professional sports events during the last 12 months?
4. During the last 12 months, did you go to an amusement or theme park, a carnival, or a similar place of entertainment?
5. During the last 12 months, did you jog, lift weights, walk, or participate in any other exercise program?
6. During the last 12 months, did you participate in any sports activity, such as softball, basketball, golf, bowling, skiing, or tennis?
7. Did you participate in any outdoor activities, such as camping, hiking, or canoeing during the last 12 months?
8. Did you do volunteer or charity work during the last 12 months?
9. Did you make repairs or improvements on your own home during the last 12 months?

10. Did you work with indoor plants or do any gardening for pleasure during the last 12 months?

### **Personal Arts Participation**

The following questions are about other types of activities you may do.

1. During the last 12 months, did you work with pottery, ceramics, jewelry, or do any leatherwork or metalwork?
  - a. Did you publicly display any of your works? (1992, 2002)
2. [During the last 12 months,] did you do any weaving, crocheting, quilting, needlepoint, or sewing?
  - a. Did you publicly display any of your works? (1992, 2002)
3. [During the last 12 months,] Did you make photographs, movies, or videotapes as an artistic activity?
  - a. Did you publicly display any of your works? (1992, 2002)
4. [During the last 12 months,] Did you do any painting, drawing, sculpture, or printmaking activities?
  - a. Did you publicly display any of your works? (1992, 2002)
5. With the exception of work or school, did you do any creative writing such as stories, poems, or plays during the last 12 months?
  - a. Were any of your writings published? (1992, 2002)
6. Did you write or compose any music during the last 12 months? (1992, 2002)
  - a. Was your musical composition played in a public performance or rehearsed for a public performance?
7. Do you own any original pieces of art, such as paintings, drawings, sculpture, prints, or lithographs? (1992, 2002)
  - a. Did you purchase or acquire any of these pieces during the last 12 months?
8. [During the last 12 months,] did you perform or rehearse any jazz music? (1992, 2002)
  - a. Did you play any jazz in a public performance or rehearse for a public performance?
9. [During the last 12 months,] did you play any classical music? (1992, 2002)
  - a. Did you play classical music in a public performance or rehearse for a public performance?
10. [During the last 12 months,] did you sing any music from an opera? (1992, 2002)
  - a. Did you sing in a public opera performance or rehearse for a public performance?

11. [During the last 12 months,] did you sing music from a musical play or operetta? (1992, 2002)
  - a. Did you sing in a public performance of a musical play or operetta or rehearse for a public performance?
12. [During the last 12 months,] did you sing in a public performance with a chorale, choir, or glee club or other type of vocal group, or rehearse for a public performance? (1992, 2002)
13. [During the last 12 months,] Did you act in a public performance of a nonmusical play or rehearse for a public performance? (1992, 2002)
14. [During the last 12 months,] Did you dance any ballet? (1992, 2002)
  - a. Did you dance ballet in a public performance or rehearse for a public performance?
15. [During the last 12 months,] Did you do any dancing other than ballet such as modern, folk, or tap? (1992, 2002)
  - a. Did you dance modern, folk, or tap in a public performance?

#### **Interest in Increased Participation (1992, 2002)**

1. The following is a list of events some people like to attend. If you could go to any of these events as often as you wanted, which ones would you go to more often than you do now? Please select one or more of the following categories. How about . . .
  - a. Jazz music performances
  - b. Classical music performances
  - c. Operas
  - d. Musical plays or operettas
  - e. Nonmusical plays
  - f. Ballet performances
  - g. Dance performances other than ballet
  - h. Art museums or galleries
2. Of the events you just mentioned, which would you like to do most?

#### **Music Preferences**

1. The following is a list of some types of music. Which of these types of music do you like to listen to? Please select one or more of the following categories. How about . .
  - a. Classical Or Chamber Music
  - b. Opera
  - c. Operetta, Broadway Musicals, Or Show Tunes

- d. Jazz
- e. Reggae (1992, 2002)
- f. Rap (1992), Rap/Hip-Hop (2002)
- g. Dance Music/Electronica (2002)
- h. Soul (1982, 1992)
- i. Blues Or Rhythm And Blues
- j. Latin, Spanish, or Salsa
- k. Big Band (All Years) Or Swing (2002)
- l. Parade/Marching Band
- m. Country-Western
- n. Bluegrass
- o. Rock (1982, 1992) Classic Rock /Oldies (2002)
- p. Music Of A Particular Ethnic Or National Tradition (1992, 2002)
- q. Contemporary Folk Music
- r. Mood/Easy Listening
- s. New Age/World Music (1992, 2002)
- t. Choral/Glee Club (1992, 2002)
- u. Hymns/Gospel
- v. Rock /Heavy Metal (2002)

2. Of the music types you mentioned liking, which one do you like best?

### **Arts Socialization**

These next questions are about lessons or classes you may have taken.

1. First, have you ever taken lessons or classes in music—either voice training or playing an instrument?
  - a. Did you take these lessons or classes when you were . . .
    - i. Less than 12 years old?
    - ii. 12–17 years old?
    - iii. 18–24 years old?
    - iv. 25 or older?
  - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you attended or did you take these lessons elsewhere? (1992, 2002)
    - i. Elementary or high school
    - ii. Elsewhere
    - iii. Both
  - c. Did you take any of these lessons or classes in the past year? (1992, 2002)
2. [Have you ever taken lessons or classes] in visual arts such as sculpture, painting, print making, photography, or film making?
  - a. Did you take these lessons or classes when you were . . .
    - i. Less than 12 years old?
    - ii. 12–17 years old?

- iii. 18–24 years old?
    - iv. 25 or older?
  - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you attended or did you take these lessons elsewhere? (1992, 2002)
    - i. Elementary or high school
    - ii. Elsewhere
    - iii. Both
  - c. Did you take any of these lessons or classes in the past year? (1992, 2002)
- 3. [Have you ever taken lessons or classes] in acting or theater?
  - a. Did you take these lessons or classes when you were . . .
    - i. Less than 12 years old?
    - ii. 12–17 years old?
    - iii. 18–24 years old?
    - iv. 25 or older?
  - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you attended or did you take these lessons elsewhere? (1992, 2002)
    - i. Elementary or high school
    - ii. Elsewhere
    - iii. Both
  - c. Did you take any of these lessons or classes in the past year? (1992, 2002)
- 4. [Have you ever taken lessons or classes] in ballet?
  - a. Did you take these lessons or classes when you were . . .
    - i. Less than 12 years old?
    - ii. 12–17 years old?
    - iii. 18–24 years old?
    - iv. 25 or older?
  - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you attended or did you take these lessons elsewhere? (1992, 2002)
    - i. Elementary or high school
    - ii. Elsewhere
    - iii. Both
  - c. Did you take any of these lessons or classes in the past year? (1992, 2002)
- 5. [Have you ever taken lessons or classes] in dance, other than ballet such as modern, folk or tap? (1992, 2002)
  - a. Did you take these lessons or classes when you were . . .
    - i. Less than 12 years old?
    - ii. 12–17 years old?
    - iii. 18–24 years old?
    - iv. 25 or older?

- b. Were the lessons or classes offered by the elementary or high school you attended or did you take these lessons elsewhere?
      - i. Elementary or high school
      - ii. Elsewhere
      - iii. Both
    - c. Did you take any of these lessons or classes in the past year?
- 6. [Have you ever taken lessons or classes] in creative writing?
  - a. Did you take these lessons or classes when you were . . .
    - i. Less than 12 years old?
    - ii. 12–17 years old?
    - iii. 18–24 years old?
    - iv. 25 or older?
  - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you attended or did you take these lessons elsewhere? (1992, 2002)
    - i. Elementary or high school
    - ii. Elsewhere
    - iii. Both
  - c. Did you take any of these lessons or classes in the past year? (1992, 2002)
- 7. [Have you ever taken a class] in art appreciation or art history?
  - a. Did you take these lessons or classes when you were . . .
    - i. Less than 12 years old?
    - ii. 12–17 years old?
    - iii. 18–24 years old?
    - iv. 25 or older?
  - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you attended or did you take these lessons elsewhere? (1992, 2002)
    - i. Elementary or high school
    - ii. Elsewhere
    - iii. Both
  - c. Did you take any of these lessons or classes in the past year? (1992, 2002)
- 8. [Have you ever taken a class] in music appreciation?
  - a. Did you take these lessons or classes when you were . . .
    - i. Less than 12 years old?
    - ii. 12–17 years old?
    - iii. 18–24 years old?
    - iv. 25 or older?
  - b. [If taken prior to 18 years old] Were the lessons or classes offered by the elementary or high school you attended or did you take these lessons elsewhere? (1992, 2002)
    - i. Elementary or high school

- ii. Elsewhere
- iii. Both
- c. Did you take any of these lessons or classes in the past year? (1992, 2002)

### **Travel and the Arts**

Earlier in the supplement ... were/was asked about attending at least one performing arts event (classical music or jazz concert, musical or stage play, dance or opera performance) or visiting art museum or gallery. Sometimes ... may take trips that include attending a performing arts event or visiting an art museum where ...is/are away from home for one or several nights or return(s) home in one day.

1. In total, how many trips did ... take that included attending a performing arts event or visiting an art museum in the last 12 months?
  - a. [If yes] How many of these trips were away from home for one night or several nights?
  - b. [If yes] How many of these trips were one hour or more away from home?
  - c. [If yes] How many were 50 miles or more, one way, away from home?

### **Internet and the Arts**

The next few questions are about the Internet.

1. Do/Does ... use the Internet?
  - a. [If yes] Do/Does ... use the Internet to learn about, listen to, or discuss topics related to - Any kind of music?
  - b. [If yes] Do/Does ... use the Internet to learn about, listen to, or discuss topics related to – Dance?
  - c. [If yes] Do/Does ... use the Internet to learn about, listen to, or discuss topics related to –theater
  - d. [If yes] Do/Does ... use the Internet to learn about, listen to, or discuss topics related to – Opera
  - e. [If yes] Do/Does ... use the Internet to learn about, view, or discuss topics related to the visual arts-- painting, sculpture, or so on
  - f. [If yes] Do/Does ... use the Internet to learn about, read, or discuss topics related to literature-- novels, poetry, or plays?
  - g. [If yes] In a typical week, about how many total minutes or hours do ... use the Internet to explore (i.e. visit websites or interact on chat rooms, Usenet groups, discussion forums, bulletin boards, etc.) these topics (music, the visual arts, dance, theater, opera, literature or related topics)? Exclude e-mail or downloads of large music, video, or data files.